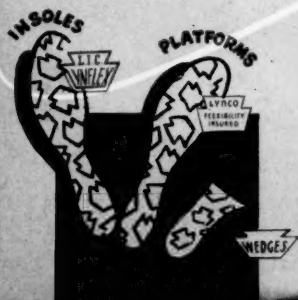


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LEATHER and SHOES

ESTABLISHED 1890

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No. 19

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SWISS FIRM BUYS U.S. RETAIL CHAIN

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MAKE SHOES A FOUR-SEASON BUSINESS

This might have a potent effect in leveling the peaks and valleys

ONE of the problems that has always plagued the shoe industry is the matter of peak-and-valley production. A graphic example is seen in the accompanying table, for the year 1949 (1950 and 1951 were excluded because both were "abnormal" years).

In this table we see that with the normal index of 100 (representing the production index for the "average" month), production activity went from a low of 87 in August to a high of 119 in September. The column of index figures reveals a wide fluctuation, a stop-and-go affair throughout the year.

We see a similar picture with employment—with production workers and average weekly hours worked. Number of production workers hit a low of 208,000 in November as compared with a high of 234,500 in February—a span of 26,000 in employment. Hours worked showed a low of 33.3 in November to a high of 37.3 in February.

The matter of eliminating this spurt-and-sputter condition of the industry has been under consideration for many years. The industry at one time had mapped a tentative plan called the "Balanced Program for Shoes." The objective was basically sound: to do an educational job on consumers and retailers alike so that shoe buying would tend to gradually spread out more evenly through the year, instead of being concentrated in certain months, followed by a relative drought. This would mean a new approach to merchandising in

Land S Editorial

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1000-3000, 2½c each; 5000 or over,
1½c each.

an effort to create a "leveling" effect on sales, and hence on production.

For some reason the plan did not come to any point of crystallization, and the matter still rests in a state of suspension. It may have been because many shoe men considered it too long range to succeed effectively.

However, the headache of up-and-down sales and production continues. Possibly there is an opportunity to at least partially solve the problem.

We today stress two shoe buying (and hence production) seasons: spring and fall. A look at the indexes shows this more graphically. In recent years a third shoe buying season—summer—has come in with increasing importance. In former years this summer shoe season was extremely short, concentrated in June, when white shoes were bought. The rest of the summer was relatively dead for shoe sales. Our wide variety of colorful summer shoes of today has lengthened the summer shoe buying season considerably, creating sales where sales did not exist before. This has had a wholesome leveling effect. Note, for example, the pickup in production during June, much of it for late-summer shoes.

Now, take a look at the production index for the four months, November through February. Here is a relative drought. Why? Because

there is no fourth season to put a prop under shoe business. Shoes bought for fall wear are used for winter wear. Here is an obvious opportunity to open up a fourth season—winter footwear. Just as shoes were created for summer wear to create a new sales opportunity, so shoes can be created specifically for the winter season, devised for combined utilitarian and fashion values complying with the cold-weather season.

If the shoes took hold with the public—and there is every reason why they should—it would provide a solid and permanent production and sales prop beneath the industry, would have a wholesome leveling effect. It would also sell more shoes.

This might prove to be the natural evolutionary way to accomplish the aim. Fundamentally, the problem does break down to a matter of emphasis on seasons. If we have two main seasons, spring and fall, then sales and production are centered around them—and the aftermath of sales and production drought is inevitable. If two new seasons are created and aggressively promoted by shoe business, the drought periods are eliminated, supplanted by fertile seasons or periods.

Certainly the industry has the creative talent to produce shoes designed exclusively for winter wear. The industry also has the merchandising aggressiveness to promote footwear as a four-season instead of a two-season or three-season business.

A significant sidelight of such an accomplishment would be a salutary effect on labor-management relations in the industry. With sales and production on a more level basis, employment and worker incomes would be benefited, smoothing labor-management relations to a good degree. Shoe business would be less likely to be included in "distress area" lists, as exists at present.

If shoe business is a "season" business, then the industry's job is to make it a four-season business to level off those production and sales valleys which have long plagued us.

	Production Aver. Month Equals 100	Production Workers	Average Weekly Hours
January	97	232.5	36.9
February	98	234.5	37.3
March	118	234.4	37.2
April	99	227.8	35.1
May	92	215.7	34.0
June	102	222.5	36.0
July	87	226.3	36.8
August	119	234.2	36.7
September	109	230.2	36.0
October	101	224.3	35.1
November	88	208.0	33.3
December	90	223.7	36.2

News about

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1. Hycar-impregnated paper, when used for insoles and welting, adds advantages: high resistance to moisture, chemicals and aging. It's soft, yet extra strong and increases tear and wet strength.



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May 10, 1952

LEATHER and SHOES

3 WAYS

Hycar helps shoe production and sales

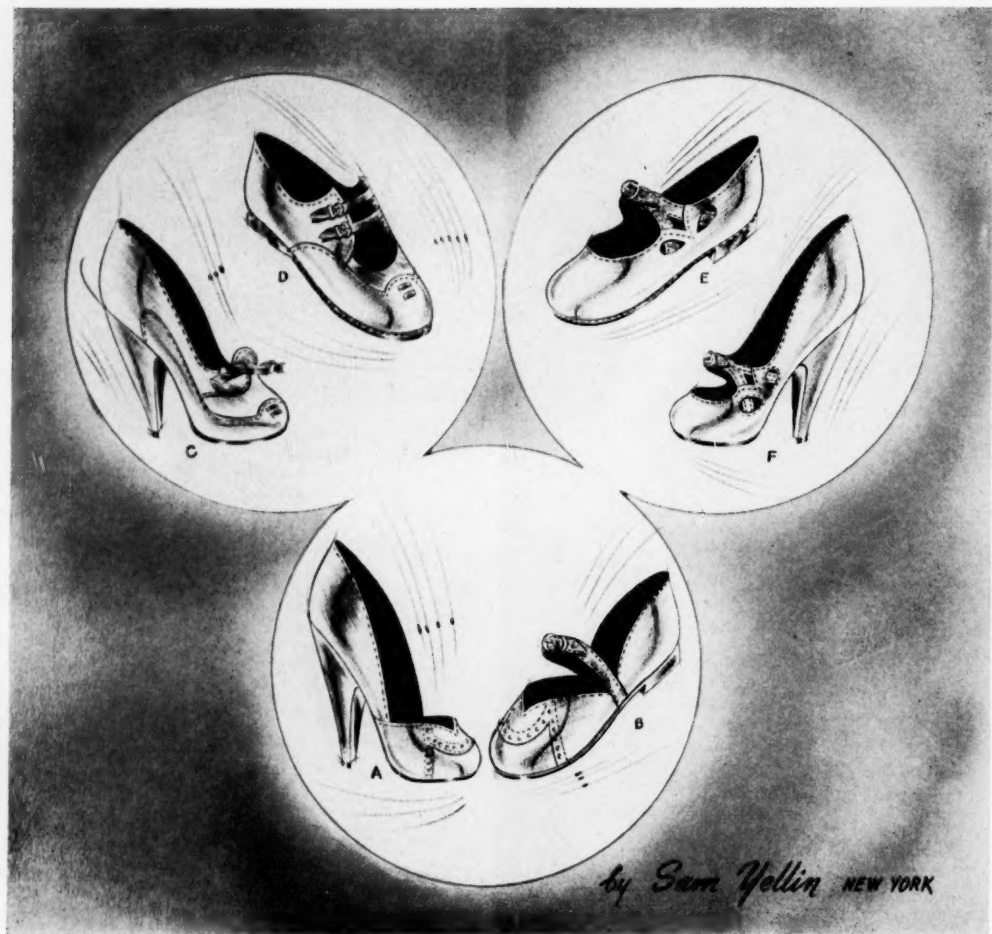


2. Hycar is an excellent pigment binder in making leather finishes. It gives strong adhesion to leather and fiber, increases wear.

SHOE manufacturers find the 3 uses for Hycar American rubber noted here help improve production techniques—help open the way to more saleable shoes.

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Stylescope



by Sam Yellin NEW YORK

LIKE MOTHER—LIKE DAUGHTER

- A. High heel smart spectator-type pump with perforations on vamp.
- B. Matching style for little girl with instep strap for good fit.
- C. High-riding vamp effect with vamp plug adaptable to two-texture interest. Contrasting color in tie and two overlays on toe.
- D. Similar style for small girl with colored overlays on vamp and plug adaptable to texture contrast. Double instep straps give chic look.
- E. Forked strap style for little girl with opened up sides.
- F. Similar style in high heel adding new high-riding front interest with strap.

Little girls are making themselves seen and heard when it comes to what they'll wear. They're typically feminine in that they are strongly fashion-conscious, more so than many people give them credit for being. A sure-fire method of attracting these small-fry customers is to give them styles, designed especially for them, yet incorporating one or two details like those in their mothers' footwear. This idea has been promoted with great success in ready-to-wear, but little has been done in shoes. Here are three groups of fresh styles by Sam Yellin, showing what can be done in creating smart-looking styles for grown-ups and matching designs for little girls.



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"I hardly know I have 'em on!" . . . When a shoe-wearer can say that, he's enjoying true barefoot comfort — in the kind of shoes he will keep on buying.

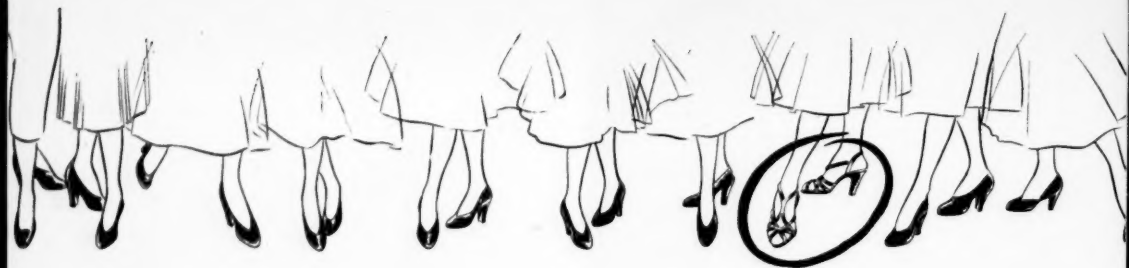
For this kind of comfort, leather soles that have been carefully selected and expertly tanned are absolutely essential. That's why England Walton sole leathers — with their interlocking fibre-structure that assures proper ventilation, springy flexibility and gentle, firm support — are the most efficient soling material you can use.

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Women's Shoe Fashions— PUMPED TO DEATH

Are the fashion experts luring the shoe industry into a style-rut trap? An exhaustive study shows the answer is yes — 90% of illustrated women's shoes are pumps.

THE fashion world is luring the shoe industry toward trouble in the form of fewer sales per capita with a swan song serenade called "Pumps."

This latest "pump age" of the shoe industry has been in effect now for the past several years and its impact is beginning to tell. Witness a drop in shoe sales last year to below three pairs per capita for the first time in over 20 years. Many women's shoe manufacturers consider the dominance of the pump as a major factor in this drop. Women don't require a "wardrobe" of shoes when a simple pump will do for just about every occasion.

The facts speak for themselves. Looking back through the years of modern shoe history, every time the pump has reached a dominating fashion peak, sales have gradually fallen to a money-losing low for the women's footwear industry.

It wasn't too many years back, just prior to the rebirth of pumps, that fashion in general dictated a variety of shoe types for the well-dressed woman. For shopping, walking or business she chose a spectator-type tailored shoe on moderate-height heels. For afternoon wear she chose a dressier type with feminine touches and trim. For evening or after-five wear, a more sandalized type. Now she can purchase one pair of simple, black, opera-type pumps on whatever heel height she feels most comfortable and she's all set, as far as fashion is concerned.

Why has this happened? Because she's been educated that way. In America, women turn to the fashion pages of their daily newspapers and to fashion magazines, whose word they adhere to as gospel truth, in order to learn what they should wear. Unlike European women, members of the fairer sex in this country do not utilize their own ingenuity and imagination in styling and design, but rather follow the dictates of several basic principles bombarding them season after season, in order to be "stylish."

Fashion Rules Women

This is part of our mass-production climate, which can prosper only with a maximum in quantity and minimum in variety of any given instance. American women are, on the whole, the best-dressed women in the world, but they all look and dress alike according to the seasonal whims of the fashion gods.

The vanguard of the American fashion world got a bright idea a few years back—namely, to bring the pump back into favor. This was accomplished easily. All it required was a constant flow of shoe fashion "news" about the "fashion-right pump," the "elegant pump," the "ladylike pump," the "versatile pump," ad infinitum. It didn't take long for women to catch on and it provided a shot in the arm to shoe sales because it was a radical change from the status quo.

But even virtue carried to excess can become vice, and so it has proven in this case.

Other manufacturers of fashion items are quick to bring out definite changes as soon as a particular mode has caught on and is beginning to reach a peak. This keeps new business coming in. It keeps the wheels of American industry turning, each revolution sending prosperity down the line from top management to office boy.

The shoe industry is talking about new styles for Spring, new styles for Summer, new styles for Fall. Designers are creating fresh themes. At least that's what we hear. Of course, a good many believe that "dressing up pumps," giving them a new touch here and a little change there, is creating something new. It's still a pump. Basically the fashion isn't changed.

But granting that the shoe world is using its initiative in bringing forth new ideas, the vitally essential process of education is missing. Without educating the American woman for a new type of fashion, she will not accept it.

Six major fashion magazines, the what-to-wear bibles of this country, plus a special supplement of the New York Sunday Times, announced the coming of Spring, one of the two major seasons of change in clothes, fashions and styles, in March issues total-

IT will probably come as a shock to most manufacturers and distributors of women's shoes to learn that NEARLY 90 PERCENT of all the shoes shown in the leading women's fashion magazines in the U. S. consist of PUMPS. Photos of models in advertising pages in the magazines show 82 percent wearing the absolutely plain opera pump, and seven percent wearing a trimmed pump—a total of 89 percent. In the editorial pages of these same magazines, 48 percent of the shoes shown are the same simple opera pump, while 38 percent consist of trimmed pumps—a total pump count of 86 percent.

The fashion magazines have obviously nestled into a fashion rut concerning shoes. Here is a startling account of the injustice being done to women's footwear styles by the leading fashion magazines, based upon an impartial analysis of the facts as investigated by Rosalie Marzbanian, fashion editor of LEATHER AND SHOES. The magazines under study included VOGUE, HARPER'S BAZAAR, MADEMOISELLE, CHARM, GLAMOUR, SEVENTEEN and a special fashion supplement of the NEW YORK TIMES.

ling 1406 resplendent pages. And written in bold letters on the fashion-school's blackboard for the study of footwear is one word—pumps.

A breakdown of ads and editorial material featuring models pictured full length (exclusive of shoe advertising and special shoe editorial material) revealed the following:

Advertising Pages: 82 percent shown wearing an absolutely plain opera pump; seven percent wearing a trimmed pump; 11 percent wearing other types.

Total, 89 percent wearing pumps.

Editorial Pages: 43 percent wearing an absolutely plain opera pump; 38 percent wearing a trimmed pump; 14 percent wearing other types.

Total, 86 percent wearing pumps.

What has happened to all the variety, the new themes, the ingeniously fresh ideas which were touted about in the industry? What good is a supply without demand? True, there will always be a shoe demand for utility's sake, but a fashion demand for a particular type or types must be created. That is not happening.

Shoes are the most essential of all accessories. A woman can walk about bare-headed, without gloves, bag, jewelry, and even bare-legged. But not barefooted. It seems logical, therefore, that shoe fashions be the most important of all accessory fashions. Yet, she will not wear the same hat for work and shopping as she will for afternoon, evening, the theatre or cocktails. She will not carry the same handbag for various activities, nor wear the same kind of jewelry. But she can and *does* wear the same pair of simple, black opera-type pumps. And according to present dictates she is fashion-right in doing so.

Coordinators of fashion shows, fashion editors, fashion experts and all the rest who have a hand in this

business will carefully select millinery, gloves, handbags, jewelry, scarves, stockings, ornamental flowers, stoles, cosmetic colors, etc., to coordinate to a particular suit, dress or coat being shown. Shoes are the *only* accessory items which, in the majority of cases, are considered so basic that no thought is given to the selection of a variety of types. A simple pump is fine for just about everything.

This is what the American woman saw when she opened her magazines on Spring fashions. *Harper's Bazaar* March issue devoted 243 pages to the cause of fashion education. Seventy percent of fashion ads in which models were pictured full-length showed an absolutely plain opera

pump. Four percent pictured a trimmed pump, while all other types of footwear were represented in 26 percent.

In the cases of the 26 percent, most accompanied either lingerie or strictly evening wear, where it was essential to the nature of the merchandise being advertised to present as glamorous a picture as possible. Here were seen exotic mules, sandals, stripping types, naked backs, etc.

In its editorial presentation of new fashions, *Harper's* showed 82 percent absolutely plain opera pumps, four percent trimmed pumps and 14 percent of all other types, wherever models were pictured full length.

(Continued on Page 29)

THE lowest cut of all ordinary shoes, the pump has been made for centuries. It is one of the simplest patterns to cut, yet it is not the easiest type of shoe to manufacture for good fitting qualities. This is due to the long top line which in some pumps tends to gap as the foot bends in walking action.

Because not all lasts are suitable for making pumps, special pump lasts have been designed by last makers to insure good fitting qualities.

The original modern version of this model was designed as a man's dancing shoe, but beginning about 1905 it was adopted by modern women for street wear as well as house wear. While the modern pump was designed principally for dress occasions and ceremonial use, widespread demand led to improvement in its modeling and the construction of special lasts so as to make it easier to retain on the foot.

The men's pump is seldom used today except for formal evening dress and dancing, and is made principally in patent leather, although dull black and dark blue calf are occasionally utilized. At times, small bows, buckles and side ornaments or encrustations are used to enhance the appearance of pumps. It has various derivations, such as the tongue pump and the colonial pump which had its origin in early American colonial history.

Pumps began to enter the fashion picture as a dominating factor in the thirties when the shoe industry went into the manufacture of novelty shoes. Since then, pumps have arrived at their present position of absolute fashion dominance with a 90 percent representation in fashion photographs of leading magazines. Each year thousands of variations of the pump are created, keeping this basic silhouette in the forefront.

"SAKSPLAN" SHOE CHAIN COMPETITION

Women's shoe chains, with their volume buying and central distribution, have had the edge over department and specialty stores. Now a new and rapidly expanding idea—Saksplan—is cutting sharply into the chains' advantages.

CHAIN stores handling low-priced, high-style women's shoes have been gradually cutting department and specialty stores out of the business. The explanation lies in the fact that the chains: (1) buy in huge volume, so each of their retail outlets can sell cheaply; and (2) since retailers reorder from the chains' own warehouses, service on hot-selling items is fast. Today, as a result, the trade estimates that the chains are hogging 80% of the low-priced fashion shoe business.

Competitor

Saksplan, Inc., New York, is a young organization that has thrived on the conviction that department stores and specialty shops can share the chains' advantages. Henry Mendelson, general manager and originator of the plan, figures that department stores have more customer traffic than a chain any day. Given a system of chain distribution and merchandising, Mendelson thinks, they should be able to capitalize on this advantage. Saksplan allows them to do just that.

Saksplan started three years ago with a modest 12 stores. This week it welcomed its 130th store into the plan—Packard-Bamberger in Hackensack, N. J. By next fall it expects to count some 170 stores on its list. Saksplan started with one warehouse, in Boston. Early this year it added one in St. Louis; next August it expects to open a third in Los Angeles.

Saksplan says that some 60 of its member stores reported a 44.5% increase in shoe sales in 1951 over 1950. For the first quarter of 1952, some 90 stores reported a 36.3% increase over the same 1951 period.

Basically, Saksplan is a system of

unit control of inventory—with Saksplan, as distributor, doing the controlling. Saksplan guarantees the stores a 35% markon, shoulders all the markdowns. It is not a leased department deal; Saksplan simply acts as the central distribution headquarters for the stores—much like the distribution centre of a chain.

Typically, the plan works like this: Twice a year Saksplan gets together with the store buyer to work out plans for the next six months' sales. The Saksplan man advises the buyer on quantity and styles—within the buyer's budget. Since Saksplan takes the markdown, it has a stake in seeing that the retailer buys wisely.

When the retailer sells a pair of Saksplan shoes, he tears a ticket off the box. The ticket shows the stock number, color, size of the shoe, and the store name in code. Twice a week—or oftener—the store mails the tickets to Saksplan. Saksplan merchandisers analyze them, decide whether the store ought to restock. If the answer is yes, the shoe goes out from Saksplan's warehouse without any order from the store.

If the shoe is going slowly or is a dud, Saksplan doesn't replace it. Instead, it may transfer the shoe to another store where that particular style is selling. Or it may decide that the retailer should mark down his price. In either case, Saksplan makes the decision, just as it decides on the original retail price of all its shoe styles. (Dressy types range from \$5.99 to \$7.99; casuals from \$2.99 to \$3.99.)

Regularly, Saksplan bills the store for 65% of the retail price. If it decides the shoe should be marked down (this is usually done at \$1 a clip), Saksplan continues to bill the store at 65% of the sale price. Thus, even though the retailer makes a

smaller dollar profit on the marked-down shoes, he still gets his 35%. A non-Saksplan store owner, by contrast, might lose his entire profit on a markdown. If the Saksplan shoe is cut to a preset floor and still doesn't sell, Saksplan takes it back and credits the store with the final price. Then Saksplan sells the returned shoes to an outlet distributor.

Popular Plan

Saksplan's suppliers are mostly New England manufacturers. Its brands are private—Charmettes and Modernettes in dressy styles, Country Cousin in casuals. Saksplan advertises them nationally every month in *Today's Woman*, provides retailers with free promotional placards.

Herbert Hare, buyer of moderate-priced shoes at James McCreery, New York department store, says his shoe department adopted the plan two and a half years ago. Today's volume is triple that of 1949's, he reports.

The plan keeps his department full of lively sellers, keeps duds at a minimum. Because he's not stuck with the markdowns, he can afford to give a new fashion a bigger display—show six styles in purple shoes, for example, instead of three. He would like to get a higher markup than 35%; 40% is usual, he says. But he admits that the extra 5% Saksplan gets is fair enough considering the risk it takes.

A few stores that adopted the plan dropped it. Some didn't like to lose their control of inventory. Sometimes chain competition just proved too tough. But Hare feels the plan gives a department store a real edge on the competition. Most women, he says, would rather say they got their shoes at a well-known department store than at a low-priced chain.

*Reprinted from Business Week, April 19, 1952.



Leather and shoe manufacturers much encouraged. Sales over past three weeks have pulled industry out of doldrums, at least temporarily. Shoemen claim they have been expecting improved business for some time. Tanners, however, are pleasantly surprised.

Tanners now talking of extended sales boom. Revived leather business at firm prices, sudden as it is, has tanners looking ahead to next 60-90 days. Most believe boom will last through July, some say through August. Important thing is that sun has burst through long-prevailing gloom, that leather industry can see light ahead.

Fall shoe prospects should be even clearer after Popular Price Showing this coming week. Advance Boston and St. Louis showings indicated good season ahead. Although business booked at both earlier shows was limited, interest was high and buyers revealed open-to-buy positions. Even if commitments at Popular Show remain cautious, retailer optimism should be more pronounced.

• •

One reason for caution on retailers' part has been price uncertainties. This has held back buying considerably. Retailers have been delaying orders in expectation of further factory price reductions. Most of these should be in effect by Popular Show, enable buyers to go ahead with more confidence. Shoe manufacturers who remain out of line on prices even then will undoubtedly make adjustments shortly. Big thing the industry appears to need now is price stability.

Government not helping price situation any. OPS officials told LEATHER AND SHOES this week that agency has all facts on prices and supplies needed for recommendation on shoe price control suspension. Yet Price Director Ellis G. Arnall has not publicly changed stand on shoe prices. Arnall told House Banking and Currency Committee on April 29 that retail shoe prices are about "normal" as far as present ceilings are concerned.

OPS under-officials now say they are in favor of price suspension at wholesale levels only. They cite Arnall's retail figures (children's shoes 1% below

ceiling, men's work shoes less than 2%, and men's oxfords less than 4% below) as reason for retaining retail ceilings.

Don't expect action before middle of May unless present process is speeded up considerably. First of all, Arnall is still preoccupied with steel situation. Secondly, OPS suspension committee must first meet, reach decision, pass along recommendations to Arnall and Economic Stabilizer Roger Putnam. Final decision will be forthcoming from Arnall and Putnam. As yet, suspension committee hasn't even scheduled shoe prices on agenda, probably won't get to subject until May 16.

One interesting point. Secretary of suspension committee told LEATHER AND SHOES that consideration of leather price ceilings would normally come first. Thus if shoe ceilings are suspended, those of leather may also be lifted. This is in line with statements from other OPS officials. With hides and skins and shoes decontrolled, retention of leather ceilings in the middle would provide ridiculous situation.

• •

One immediate result of decontrol furore may be seen in removal of leather and leather products manufacturing industry from List of Essential Activities. Now that industry's supply situation has been proved more than adequate, Government assumes employment situation is the same. Commerce Department action, in effect, removes draft deferment status from qualified workers in leather and shoe plants.

• •

Shoe chain store and mail order sales for March not too impressive in themselves but offer key to what happened in April. Latest figures by Office of Business Economics list sales at \$56 million in March 1952 against \$44 million in Feb. 1952 and \$78 million in March 1951. On surface, March level is well below last year. However, Easter 1951 came in March, which had one extra trading day over March 1952. April 1952 figures will undoubtedly show substantial increase over previous April, while combined March-April 1952 sales figures will exceed 1951 figures by good margin.

SHOE PRICE CEILINGS NEXT TO GO

OPS MAY ALSO LIFT LEATHER LIDS

Agency To Consider Action In Few Days

Despite a recent statement by Price Director Ellis G. Arnall in which he virtually ruled out suspension of retail price controls over shoes, branch level officials of the Office of Price Stabilization appear set to go ahead with decontrol of shoe prices.

This week, a member of the OPS committee on price controls suspension told LEATHER AND SHOES that branch level officials now feel they have all the facts they require for a recommendation on suspension of shoe price ceilings.

At the same time, officials implied that leather ceilings would also be suspended if any action were taken on shoes.

OPS has delayed action on shoe price controls for several reasons. First, the steel situation has kept Director Arnall well occupied for several weeks. Secondly, OPS is undecided whether to suspend shoe price lids across the board or confine action to factory and wholesale levels. As one official put it, "It might be dangerous to lift retail ceilings since they could conceivably rise above current ceilings."

OPS suspension committee was expected to take up the question of shoe controls during this week or next. However, the committee secretary said that May 16 was the earliest date on which the committee could get to shoes. He added that leather normally would come first but that neither leather nor shoes had been put on the official agenda as yet.

Any decision the committee may arrive at will serve simply as a recommendation to Price Director Arnall and Economic Stabilizer Roger Putnam. The latter two are to make the final decision.

Allowing the suspension committee until mid-May to make a recommendation, and another week or two for top officials to act, the date of June 1 appeared about the earliest time price controls on leather and shoes might be suspended. However, public and industry pressure may force OPS into earlier action.

Arnall's stand on shoe ceilings was made public April 29 in testimony before the House Banking and Cur-

rency Committee in Washington. The Price Director declared at that time that hide prices had declined "50 to 60 percent below ceilings," leather prices "about 35 to 40 percent below ceilings," and wholesale shoe prices "about seven percent."

At retail, however, he stated children's shoes were only one percent below peak levels, men's work shoes less than two percent below, and men's oxfords less than four percent. This was about "normal," he added.

Where raw materials prices are now abnormally low in relation to retail prices, we cannot assume that balance will be restored exclusively or even in major degree by future declines in retail prices.

Nectow Takes New Post At A. C. Lawrence

A. C. Lawrence, Leather Co. has announced the election of S. N. Nectow to the newly-created position of executive vice president. Nectow has been a vice president and director of the company since 1931, in charge of the England-Walton Division, producer of sole and belting leathers.



He was formerly a director of the Tanners' Council, the New England Shoe and Leather Association, and the Boston Boot & Shoe Club. In addition, he has served as chairman of the Sole and Belting Leather Division of the Tanners' Council and was a member of two Industry Advisory Committees of the War Production Board during World War II.

Nectow is at present a member of the Policy Committee of Leather Industries of America. He is also a member of the executive committee of the Tanners' Council's Sole and Belting Leather Division.

LEATHER PROFITS SHOW STEEPEST DECLINE

Drop 48 Percent Below 1950 Figures

The leather manufacturing industry took the worst profits licking of any major segment of the U. S. economy during 1951. This fact is revealed in a recently-released survey of profits of manufacturing corporations by industry groups during 1950-1951 conducted by the Securities and Exchange Commission.

Leather industry profits showed the steepest decline in 1951 from the previous year both before and after taxes for any major industry group.

In 1950, tannery profits before taxes totaled \$150 million, according to the SEC. In 1951, this figure fell to \$113 million, a decline of 22 percent.

Next came apparel and finished textiles, dropping 20 percent from \$197 million in 1950 to \$158 million in 1951; and motor vehicles and parts, dropping 19 percent from \$3185 million to \$2572 million. Only food, dropping 11 percent, textile mill products, dropping 11 percent, lumber and wood down five percent, similarly showed lower before-taxes profits in 1951.

Big Drop

The profits-after-taxes figures showed the leather manufacturing industry dropping 48 percent in 1951 against the previous year, going from \$82 million to \$43 million.

Next came motor vehicles and parts down 39 percent from \$1515 million to \$922 million; apparel and finished textiles down 37 percent from \$110 million to \$69 million; textile mill products down 27 percent from \$610 million to \$445 million; food down 24 percent; electrical machinery down 21 percent; instruments down seven percent; lumber and wood down 16 percent; tobacco and stone, clay and glass, both down 15 percent; and others.

Of the total of 22 industry groups, only four showed higher profits after taxes in 1951 over the year before. These were petroleum up 19 percent, printing and publishing up four percent, and machinery and non-ferrous metals up one percent each.

LEATHER INDUSTRY OFF ESSENTIAL LIST

Workers To Lose Military Deferments

The leather and leather products industry has been deleted from the List of Essential Activities used by the Defense Department in delaying calls of employees to active duty as reservists or National Guard, Secretary of Commerce Charles Sawyer announced this week.

Included in the new order, which comes upon the heels of decontrol of hides and skin supplies and prices, are the wooden shoe lasts and shoe lasts blocks industries.

Since the List of Essential Activities is also used by local Selective Service draft boards in conjunction with the Labor Department's List of Critical Occupations, the order is expected to affect the draft status of many workers in the affected industries.

The action by Sawyer was taken

on recommendation of an inter-agency advisory committee which found that the leather and related industries "no longer meet one of the established criteria for retention on the list at the present time."

Sole purpose of the Essential Activities List is "to serve as a guide in obtaining manpower for the armed forces," according to Sawyer. "It is not designed for use in connection with priorities, material allocations, rationing preference, or other similar purposes."

Criteria used in determining the retention of an industry on the essential list include its value to the defense program or to the minimum civilian health, ability to meet defense and minimum civilian requirements, status of supply, and maintenance of current level of employment in the industry.

Revision of the Essential List is under the Joint Committee on Essential Activities and Critical Occupations of which J. Dewey Coates is secretary. His office is located in the Labor Department, Washington, D.C.

SWISS FIRM BUYS WERNER SHOE CHAIN

Purchase of the Frank Werner Co., San Francisco shoe chain, by C. F. Bally, Ltd., Swiss manufacturer and retailer of men's, women's and children's footwear, has been announced by company officials. The Werner chain has four retail stores in the San Francisco area.

The purchase marks the entrance of the Swiss firm into the U. S. retail shoe business through its own stores. Bally is reportedly planning to expand Eastward.

The San Francisco area was chosen as a starting point because its women have the reputation of "being the most fashionably dressed in the nation," according to J. W. Barbey, president of Bally American Corp.

The Werner Co. was started some 42 years ago by Frank Werner who has been joined in the management by his son, Russell. The chain has two stores in San Francisco, one in Oakland and a fourth in Burlingame.

The Bally Co. has factories in Europe and South Africa and tanneries in South America. It also controls hundreds of retail stores in Europe and South Africa.

F. STURGIS STOUT ELECTED CHAIRMAN OF JOHN R. EVANS COMPANY

John R. Evans & Co., Camden, N. J., kid tanner, has announced the election of F. Sturgis Stout, formerly vice president, as chairman of the board. Thomas L. Van Derslice, former secretary and treasurer, was named president and treasurer.

Stout, a resident of Ardmore, Pa., joined the Evans Co. after leaving Princeton in 1926. He is also a director and vice president of the Tanners' Research Foundation and president of the Tanners' Research Corp. During World War II, Stout was advisor to the WPB. He is also a former director of the Tanners' Council.

Van Derslice joined the firm in 1918 after attending the Wharton School. He is a director of the First Camden National Bank & Trust Co., former president of the South Jersey Manufacturers Association and currently a director.

Wm. F. Hickey was re-elected vice president, director and general sales manager. He has been with the firm since 1916. Winfield S. Wilson was named secretary and a director. Wills T. Eagle was also elected a director and Thomas J. Naughton was re-elected a director. All officers are members of the board.

Boston Shoe Travelers Hear L&S Editor

William A. Rossi, editor of LEATHER AND SHOES, will address the Boston Shoe Travelers Association at the latter's luncheon meeting during the Parker House Shoe Show, May 21. An attendance of several hundred is expected.

Rossi will discuss "The Fall and Rise of Shoe Business, 1951 through 1952," discussing the events causing the slump in shoe business during most of 1951, and the comeback the industry may expect for this year.

The Boston Shoe Travelers Association, believed to be the oldest such organization in the country, is celebrating its 50th anniversary this year.

HOLLANDER MARKS 90TH

Herman Hollander, Inc., New York hide and skin firm, is currently celebrating its 90th anniversary in business.

The concern, organized in April, 1862, by A. J. Hollander in Denmark, has since developed into a worldwide organization handling hides and skins in all hide centers. Offices are maintained in most of the principal ports which import or ship hides and skins.

Two grandsons of the original founder are active in the business in executive capacities.



F. Sturgis Stout



Thos. L. Van Derslice

Geo. Swing To Head Compo Adhesive Sales

Compo Shoe Machinery Corp., Boston, has announced the appointment of George Swing as manager in charge of adhesive sales and service.



A veteran of the adhesives industry for the past 22 years, Swing was formerly general sales manager of Pierce & Stevens, Inc., producers of shoe adhesives and industrial lacquers. Educated as a chemist at the University of Buffalo, he is one of the pioneers of the shoe cement field. He is also the author of a treatise on shoe cements and wrote the script for the first industrial movie picturing the cemented shoe process.

Swing will report directly to Charles W. O'Connor, Compo president. During 1951, more than 70 million pairs of cement process shoes were made on Compo equipment, according to O'Connor, who stated the appointment of Swing was another forward step in Compo's rapidly-expanding adhesives division.

Dewey & Almy 1st Quarter Net Down

Dewey and Almy Chemical Co., Cambridge, Mass., reports a net loss, after provision for tax carrybacks, of \$23,529.00 on net sales of \$5,787,961.00 for the quarter ending March 31, 1952. This compares with earnings of \$363,746.00 on \$7,125,801.00 of sales for the same period in 1951. The 1952 loss before allowing for tax carryback was \$343,529.00.

Bradley Dewey, president, told a directors' meeting that the loss for the first quarter resulted from a drop of approximately 19% in sales and higher than anticipated costs of starting up new facilities. Neither of these factors, alone, he said, would have caused a loss.

A survey of customers indicated that a majority were reducing inventories in the first quarter. However, said Dewey, they expect their 1952 sales to equal 1951.

HEAVY LOSS FOR AMERICAN HIDE

American Hide & Leather Co., Boston calf leather tanner, reports a net loss of \$1,786,390 for the nine months ended March 31, 1952. This compared with a net gain of \$736,577 for the comparable period a year ago.

The reported loss would have been increased by \$1,400,000 if the unsold portion of inventory had been written down to the Market on March 31, according to Charles E. Nichols, treasurer. Company accounts are maintained on a "first-in, first-out" basis for tax purposes.

Nichols added that part or all the \$700,000 reserve for inventory price decline may be used as an offset at the fiscal year end June 30 if the market value of inventory is lower than book value.

Net sales for the nine-month period totaled \$8,519,303 compared with sales of \$14,519,499 a year ago. Loss before taxes was \$2,226,969 against a profit of \$1,389,769 last year.

United Shoe To Show New Toe Laster

The adaptation of the semi-automatic USMC Toe Lasting Machine—Model C for Goodyear welt shoes to cement flat lasting will be shown at the United Shoe Machinery Corp. exhibit in the Hotel New Yorker during the Popular Price Shoe Show, May 11-15.

At the present time the machine is in commercial operation on unlined and combined lined work, and experimentally on loose lined work.

As in the case of any automatic type of shoe machine, proper preparation of the work for the machine is very important. Where shoes have been properly prepared, it has been found that the machine will produce excellent quality and high—in some cases even phenomenal—production.

CORRECTION

The news item concerning Miss Dorothy Adams, fashion coordinator of Fleming-Joffe, Ltd., New York reptile tanner, which appeared in the L&S issue of April 26, was in error. Miss Adams did not predict a shift from rough to smooth textures in shoe fabrics or that suede leather footwear will be of extreme importance in the coming fashion picture. Her talk, given before the New York Association of Younger Shoemen, was devoted to reptile leathers.

ST. LOUIS FETES DANISH GROUP



James Legg, standing at extreme right, vice president and sales manager of Heydays Shoes, Inc., and a member of the board of directors of the St. Louis Shoe Manufacturers Association, addresses members of the Danish Shoe Manufacturing Productivity Group at a recent meeting at Hotel Sheraton in St. Louis.

Seated, from left, Henry Dam; Karl Borge Larsen; Svend Frerslev; Henry Gustav Nielsen; Knud Melchior Andersen; Emil Soddmann Bundgaard, team leader; Karlo Ejner Jensen; Henry Peter Antonius Rasmussen; Hans Christian Duus Christensen; Rasmus Kaj Andersen; Finn Bolt Joergensen, secretary. Seated at table from left, interpreters Askel A. Anslev and Poul Reppien of the Foreign Office in Copenhagen. Standing, Victor E. Salazar of the Mutual Security Agency and Arthur H. Gale, executive secretary of the St. Louis Assn.

SOLE CUTTER STRIKE AVERTED IN BROCKTON

Threatened strike of some 800 cut sole workers employed in Brockton, Mass., plants was averted early this week when representatives of the Brotherhood of Shoe and Allied Craftsmen and the Associated Shoe Industries, manufacturers association, reached a new agreement. The strike had been scheduled to begin on Monday, May 5.

Terms of the new contract provide workers with a 3.58 percent cost-of-living wage increase and one more paid holiday on Thanksgiving. Workers had voted previously to leave their benches on Monday unless an increase and additional benefits were granted on the new contract.

WHEELER COMPANY SOLD

Purchase of the J. S. Wheeler Co., prominent Boston manufacturer of the Open End Welt and Lace Cutting Machine and other leather machinery, by Haskell-Hall, Inc., of Salem, Mass., has been announced by Wilfred Hall, treasurer.

J. S. Wheeler, known in the leather machinery manufacturing industry for the past 60 years, has retired due to illness. All rights to the manufac-

ture of leather machinery developed and sold over the world during the past 60 years by Wheeler have been acquired by Haskell-Hall, Inc. The latter will continue to manufacture the Open End Welt and Lace Cutting Machine and parts.

New Shearling Shoe Lining Offered By Lawrence

A. C. Lawrence Leather Co., Peabody, Mass., tanner, has announced development of a new shearling shoe lining for use in men's and women's moccasin-type shoes, sport and work shoes and cold-weather boots and shoes.

The new lining is named "Shulamb" and offers shoe manufacturers the natural advantages of genuine shearling. Developed recently after Lawrence officials noted growing interest in shearling-lined shoes, it has already been adapted to new fall lines by some 30 shoe manufacturers and will be exhibited at the forthcoming Popular Price Shoe Show in New York.

"Shulamb" has a natural cream shade and is available in $\frac{3}{8}$ ", $\frac{1}{4}$ " $\frac{1}{2}$ " thicknesses. Cost is between 35-40 cents per foot.

MILITARY BIDS AND AWARDS

Navy Oxfords

May 21, 1952—Navy Invitation No. 649—140,000 pr. shoes, leather, oxfords, brown, low, men's; delivery all charges paid a) 70,000 pr. to Mechanicsburg, Pa.; b) 70,000 pr. Clearfield, Utah; awards of 30,000 pr. or more to be delivered at the rate of 1/3 each during Aug., Sept., and Oct.; 20,000 or more pr. (but less than 30,000) ship 10,000 each in Aug. and Sept., the balance during Oct.; 10,000 pr. or more (but less than 20,000 pr.) deliver 10,000 pr. in Aug., the rest in Sept.; less than 10,000 pr. to be delivered in Aug. Bidder also must give FOB plant price; opening, New York, 2 P.M.

Women's Pumps

May 23, 1952—Navy Invitation No. 645—item a) 2,000 pr. shoes, leather, dress, white, pump, women's; b) 2,816 pr. shoes, leather, dress, black, pump, women's; delivery 50% sixty days after contract award, the balance ninety days after contract. Destination, Naval Supply Depot, Brooklyn, N. Y.; opening, New York 2 P.M.

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SEVEN LEATHER BIDDERS

Seven leather firms have turned in low bids on eight leather items, requested under Army Invitation QM-30-280-52-1412. A. F. Gallun & Sons, Inc., Milwaukee, Wis., bid low on items 1 and 2, offering to supply 1,600 skins, black tooling calfskin at .546 per square foot; Gallun also quoted the same price for 500 skins medium brown tooling calfskin; terms were 2% in 30 days, acceptance, 20 days.

Item 3—1,000 spools natural lacing leather—was offered for \$2.40 by Ouimet Stay & Leather Company, Brockton, Mass. Terms were 2% in 30 days, 60 days acceptance.

Brindis Tanning Co., Haverhill, Mass., was low bidder on items 4 and 5. Brindis quoted the same price—.1398 per square foot—of 350 skins black lining skiver and 300 skins brown lining skiver; 60 days acceptance, 1% in 20 days.

Item 6 which called for 400 sides of russet case leather, 3-3½ oz., was bid low for by New Jersey Tanning Co., Newark, N. J., offering to supply all at .358 per square foot; 15 days acceptance, net.

Two firms bid low on item 7—550

sides russet case leather, 5-6 oz. R. G. Widen Co., North Adams, Mass., offered to supply it at .43 per square foot; 60 days acceptance, net; and A. L. Gebhardt, Milwaukee, Wis., quoted the same price; 15 days acceptance, net.

Milwaukee Leather Co., Milwaukee, Wis., turned in the lowest bid for 2,000 fronts, cream horsehide leather—.28 per square foot—terms net, 15 days acceptance.

13 BID ON LASTS

Leader Last Co., Inc., Beverly, Mass., submitted the lowest quotation at the opening of Navy Invitation No. 620—25,000 shoe lasts—offering to supply 10,000 pairs at \$3.—; 60 days acceptance, 2% in 20 days. There were twelve other bidders:

Vulcan Corp., Cincinnati, O.; 10,000 at \$3.08; 10,000 \$3.12; and 5,000 \$3.17; 60 days acceptance, 2% in 30 days.

D. & W. Last Corp., North Revere, Mass.; 5,000 \$3.28; 20 days acceptance, net.

Western Last Corp., St. Louis, Mo.; 5,000 \$3.43; 30 days acceptance, 2% in 30 days.

Morton Last Co., Inc., Cincinnati, O.; 12,000 \$3.06; 60 days acceptance, 2% in 15 days.

McNichol & Taylor Corp., Saugus, Mass.; 5,000 \$3.26; 30 days acceptance;

2% in 30 days.

Jones & Vining, Brockton, Mass.; all \$3.09; 60 days acceptance, 2% in 30 days.

North Shore Last Corp., Lynn, Mass.; 10,000 \$3.05; 60 days acceptance, 2% in 20 days.

F. W. Stuart Co., Inc., Beverly, Mass.; 8,000 pr. \$3.28; 60 days acceptance, 2% in 30 days.

United Last Co., Boston, Mass.; all \$3.065; 60 days acceptance, 2% in 30 days.

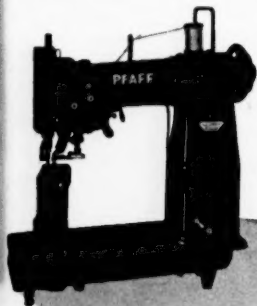
Sterling Last Corp., N. Y. C.; 7,500 \$3.60; 60 days acceptance, net.

Arnold Bros. Co., East Weymouth, Mass.; all \$3.82; 30 days acceptance, 2% in 30 days.

George E. Belcher Co., Stoughton, Mass.; 18,000 \$3.30; 20 days acceptance, 2% in 30 days.

HAYS LOW ON GLOVES

The Daniel Hays Co., Inc., Gloversville, N. Y., was low bidder at the opening of Navy Invitation No. 593, calling for 150,072 prs. of black leather gloves, wool-lined for (a) Mechanicsburg, Pa., and (b) Clearfield, Utah. Hays offered to supply 25,000 prs. (a) \$2.34; (b) \$2.36; or 50,000 prs. (a) \$2.38; (b) \$2.40; or 75,000 prs. (a) \$2.42; (b) \$2.44; or 100,000 prs. (a) \$2.46; (b) \$2.48; 60 days acceptance, 1/10 of 1% in 20 days. There were sixteen bidders in all.



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BID ON BASEBALL SHOES

There were eight bidders at the opening of Army Invitation QM-30-230-52-1614, with Carmen Shoe Manufacturing Co., Hanover, Pa., submitting the low bid for 1,000 pairs of baseball shoes. Hanover offered the total quantity at \$4.99 per pair. The firm also quoted prices for three other styles, all of whom meet Army specifications. These are \$5.14, \$5.18, and \$5.43; terms, 1% in 30 days.

Brooks Shoe Manufacturing Co., Philadelphia, Pa.; total \$5.72; four other styles all on specification \$5.73, \$5.94, \$6.17, \$6.68; 2% in 20 days, 1% in 30 days.

G. S. Sporting Goods, N. Y. C.; total \$7.30; net.

A. G. Spalding & Bros., Washington, D. C.; all \$7.07; net.

Sport Products, Inc., Cincinnati, O.; all \$7.31; net.

Wilson Athletic Goods Manufacturing Co., Inc., Chicago, Ill.; all \$5.29; net.

A. R. Hyde & Sons, Cambridge, Mass.; total \$6.60; net.

John T. Riddell, Inc., Chicago, Ill.; all \$6.95; 2% in 20 days.

OPEN OVERSHOE BIDS

There were fourteen bidders at the opening of Army Invitation QM-30-230-52-1436 calling for 174,882 pr. men's rubber overshoes with five-buckle fasteners.

Low bid was submitted by B. G. Curry Co., N.Y.C., which offered to supply 10,000 pr. at \$2.50 per pr., 30 days acceptance, net. An accompanying letter stated that the footwear offered was surplus material from the last war and that only two sizes, 11 and 12, were available. Other low bidders were:

Bristol Manufacturing Co., Bristol, R. I.; 45,000 pr., domestic pack, \$3.07; 45,000 pr., export pack, \$3.22; or 90,000 pr. (50% domestic pack and 50% export pack), \$3.13; 30 days acceptance, net.

Tyer Rubber Co., Andover, Mass.; 66,000 pr., \$3.27; 15 days acceptance, net.

Goodyear Rubber Co., Middletown, Conn.; 73,697 pr., \$3.29; 60 days acceptance, 2% in 30 days.

Lacrosse Rubber Co., LaCrosse, Wis.; all \$3.34; 60 days acceptance, net.

U. S. Rubber Co., Naugatuck, Conn.; all at \$3.35; 15 days acceptance, net.

HOOD BIDS LOW

Hood Rubber Co., Watertown, Mass., was low bidder at the opening of Army Invitation QM-30-230-52-1435—1,560 pr. women's rubber overshoes—for the Air Force; Hood

offered to supply the total quantity at \$4.22 per pr., FOB destination, Shelby, O.; or at \$4.07 per pr. FOB origin; fifteen days acceptance, net.

Only other bidder was Bristol Manufacturing Co., Bristol, R. I., whose price for the entire quantity was \$4.30 per pr., FOB origin; 30 days acceptance, net.

AWARD COMBAT BOOTS

General Shoe Corp., Nashville, Tenn., has been awarded contract to supply the Army with 23,544 pairs of mildew resistant, russet combat service boots. The award, under QM-30-230-52-1604, was made on the basis of General's low bid at \$5.87 per pair. Total value is \$138,203.28.

U. S. RUBBER BIDS LOW

U. S. Rubber Co., Naugatuck, Conn., bid low on Navy Invitation No. 564 for 3,500 women's storm rubbers. The firm offered the total quantity at \$1.36 per pr. 30 days acceptance, net. There were three other bidders.

Converse Rubber Co., Malden, Mass.; all at \$1.39; 60 days acceptance, 1/10 of 1% in 20 days.

Hood Rubber Co., Watertown, Mass.; all \$1.45; 15 days acceptance, net.

Bristol Manufacturing Co., Bristol, R. I.; all \$1.46; 30 days acceptance, net.

Campello Shanks

MAKE GOOD SHOES BETTER



SOLD WHEREVER BETTER SHOES ARE MADE

CAMPELLO 69, MASSACHUSETTS



● **Henry O. Bradley** has been elected president of Schoen Bros., Inc., Atlanta hide firm. He succeeds the late Gabriel H. Schoen, who died in March after 20 years as head of the firm. Bradley has been associated with Schoen Bros. for several years and is extremely active in the hide and leather industry.

● **Andrew R. Ridderstrom** has resigned as president of Prime Mfg. Co., Lynn, Mass., manufacturer of innersole process machinery and equipment. New president is **Dudley P. Ranney**, who has been clerk and general counsel since the firm's foundation. **Manfred E. Pehrson** has been elected to the board of directors and named vice president and production manager. **Raymond W. King**, head of the service department, is now in charge of sales and service, and **Talbot C. Chase** continues as treasurer. King was also elected to the board.

● **John Mazziotti** is now associated with Gerry-Nufoam Corp., Bronx, N. Y., it is reported. He was recently with Roberta Roberts of New York City.

● **Keisaku Nagoya**, chemist of Meiji Tanning Co., Ltd., of Tokyo, Japan, arrived in the U. S. by plane last week. He will study chrome tanning methods at the plant of International Shoe Co. in St. Louis for about three months.

● Another new visitor to the U. S. is **A. C. 't Hart** of 't Hart le Son, Rotterdam, Holland. He is arranging sales of the Hart upper leather skiving machine manufactured by his firm.

● **Saul M. Silverstein**, president of Rogers Corp., Manchester and Good-year, Conn., manufacturer of shoe materials and other products, has been named by the National Management Council to a five-man team of management specialists who will visit Belgium. Silverstein will be financial control and cost specialist for the group, which leaves New York May 14 on a six-week tour.

● **Henry W. Tavs**, former merchandise manager of Belding Corticelli, has joined International Latex Corp. of New York in a similar capacity.

● Cutting room foreman **Charles A. Saladino** of S. Capezio, Inc., has been sworn as a new member of the New York Shoe Superintendents' and Foremen's Association.

● Fitting room foreman **Leo Resnick** is now with Paramount Footwear Co. of Garfield, N. J.

● **Louis F. Ellis** has joined the ranks of veterans who have worked for Dunham Bros. Co., Brattleboro, Vt., shoe

manufacturer, for 50 years. He has been manager of the service department since 1913.

● **Maurice Kobrin** has been named sales manager of the Saco-Moc Shoe Corp. branded division, according to N. P. Lyons, president. He succeeds Clarence N. Jacobson, who resigned recently to join Daytimer Shoe Corp. of Worcester. Kobrin has been associated with Old Town and Penobscot Shoe Cos. in a sales capacity for the past 15 years.

● **Stanley Weiss**, sales manager of Chester H. Roth Co., has been named chairman of the Shoe Division of the 53rd anniversary dinner of the National Jewish Hospital at Denver, which this year will honor Walter Hoving, president of Bonwit-Teller. The dinner will be held May 28 at the Waldorf-Astoria Hotel, New York.

ORCHIDS TO YOU



Harold E. Tober (right), president of Tober-Saifer Shoe Mfg. Co., St. Louis, receives congratulations of Burton W. Fischer, general manager of Mendle Box Wrap and Label Corp., for winning America's most beautiful shoe box award. Tober-Saifer's "Orchids to You" shoe box was voted first in the factory division at the National Shoe Fair in Chicago by shoe buyers and exhibitors. Looking on is Louis Moser of Moser Paper Co.

LEATHER SALES ACTIVE AS HIDES SHOW CONTINUED STRENGTH

Tanners Report Buyers Feeling Anxious to Catch Market Bottom

Sole, side sales continue to roll along at advances. Calf not as active but prices firm to strong.

Sole Better

Sole leather tanners in Boston area report continued pickup in sales. Strength in hide market appears one reason. Buyers still trying to catch bottom of the market, feel better about buying now as they realize leather prices have about reached bottom. Thus interest and sales improved along the line.

Tanners still asking about 2c per pound above previous levels (before market turned). Whether they are getting these prices is another story. Quotations generally peg heavy-weight bends, 10 iron and above, at 48c and down, mediums at 54-56c, lights all the way from 58-63c. Specially selected lights run up to 67c.

Sole leather tanners of Philadelphia find a definite improvement in business. As a result of firming up of hide prices, tanners are strengthening their asking prices. This strengthening of the market has given potential buyers incentive to do some immediate business.

Factory bends definitely in good demand at the present. Bellies selling in some quantity. Repair leathers only fair.

Sole Offal Moving

A lot of bellies sold this week, say Boston sole leather offal tanners and dealers. Prices at former levels despite stronger hide market. Most steer and cow bellies sold at 22c and down. A few sold at 23c and 24c but only specials. One tanner has upped price to 25c but only to indicate he has no more bellies to sell. Others ask up to 24c.

Not enough business in shoulders to set any price trend. Heads in same position. Double rough shoulders about unchanged. Some shanks moving; fore shanks at 14-16c, hind shanks at 16-18c.

Calf Unchanged

New advances on calfskin market fails to affect finished leather prices appreciably. This is still off-season

for grain calf and suede has been slow in starting. Not enough smooth calf sold yet to reflect any advances brought on by strength of skins. However, tanners admit buyers are more interested now, less apt to hold back when they need leather as they realize bottom of the market has been reached.

On price lists, top grade women's smooth calf still brings about 81c and down for one high grade tanner; good leather can be had still at 70c and below with interest down below 60c. Men's weights not too active at 95c and down. Sales down to 55c. Suede moving at 85-80c and below.

Sides Active

Boston side leather tanners report fairly active business this week. Continued advances on hide market stimulates much business. Majority of tanners have upped their lists but there is not too much leather around and most tanners were well sold-up at former levels. Now they are trying to get better prices to even former losses as well as meet replacement demands.

Heavyweight combination-tanned extremes at 49c and down for 4-4½ oz. Some tanners asking 50c. Chrome tanned extremes steady in middle 40's. Heavyweight combination-tanned kips around 52c and down. Sides edging up a bit into higher 30's for average grades.

Sheep Limited

Boston sheepskin tanners say nothing much doing. New orders slack in off-season and buyers extremely price-conscious. Strength on other leather markets eases this situation somewhat. Boot and shoe linings do best business with former most active. Price lists at 28c and down, volume at 21c. Shoe linings slow at 20c, better below this. Colored vegetable linings only fair at 25-26c. Chrome slow around 25c and below.

Garment sheep keeps active. Good grade garment suede can be had in volume around 26c although better grades go at 29c. Garment grains do little business in low 20's as competitive situation keeps sales slow here.

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AID FOR DISABLED FEET



Dave Serling (second from right) presents Last Manufacturers' Association check to Harold O. Toor, president of the National Shoe Foundation for Disabled Feet. Looking on at the presentation in the Foundation's headquarters in New York City on April 16, are Joseph W. Holmes (far left), United Last Company, and Howard Vining (far left), Jones & Vining, Inc. Serling is president of the Last Manufacturers' Association and the Sterling Last Company. The contribution, made by the Last Manufacturers' Association, represented one of the largest single contributions made during the Foundation's current fund-raising campaign.

Splits Selling

Strength in hide and other leather markets serves to improve splits situation somewhat. Boston tanners report heavy suede splits still selling fairly well at 42-44c. A few have raised prices another cent or two but best sales are still at lower level. Black, blue, brown and green draw most interest. Women's weights fair at 38c for colors and 34-36c for colors. Linings only fair at 15-20c with emphasis on lower end. Work shoe moderate as are gussets.

Glove Orders Delayed

Nothing happened during the past week to indicate an upturn in business. Some small orders trickled in as usual but large buyers seem determined to delay placing orders as long as possible.

Competition for leather business being placed is very keen. Published prices are only nominal. Concessions are the rule. Iranians at 25c, 20c and 18c enjoy a fair sale. A good table-run has been offered at 23c. It is reported a fair run of goatskins has been offered at 25c to meet the Iranian competition. Smooth Domestic are offered at 26c with the pigtex grade bringing from 25c down to 19c.

Some scattered sales of English Doeskins. Prices range from 44c down to 30c. Men's weight Capes and Cabs quoted from 65c down. Most business is done in the 32 to 40c range.

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Work Glove Optimistic

While no improvement noticed as far as prices were concerned, there seemed to be a little more optimism in the trade. Some bookings of orders made in a number of selling quarters. Most of the recent business in LM weight work glove splits has been on the basis of 12c for top No. 1 grade with 11c realized on No. 2 and 10c on No. 3 grades. M weight alone is quoted at 13c for No. 1 grade, 12c for No. 2 grade and 11c for No. 3 grade.

Bag, Case & Strap Holds

Prices holding unchanged at recently established lower levels. Reliable sources indicate orders are being booked occasionally and while demand is not exactly brisk, some business is done.

Case leather considered steady with 2½ ounce quoted around 48c and down and 3 ounce at 52c and down. Strap leather holding unchanged following the reductions recently put into effect. Grade A russet listed at 55c for 4/5 ounce and down; 57c and down for 5/6 ounce; 59c for 6/7 ounce; 61c for 7/8 ounce; 63c for 8/9 ounce; 66c for 9/10 ounce and 69c for 10/11 ounce. B grade listed at 4c less and C grade another 4c less. Colors are 2c over the russet prices and 3c higher quoted on glazed strap. On the latter, B grade 4c less and C grade 4c less.

Belting Moving

Belting leather tanners in Philadelphia find some fairly strong interest has developed in medium and light weights. However, even with prices on a stronger basis, there is not too much business. Shoulders selling to some degree to specialties men. The real demand for shoulders is from wetting men. Because of the day-by-day change in prices, tanners are making none available for publication.

Carriers have not yet felt real increase in business. General tone is more optimistic because of firming of hide prices, but actual buying is in small quantities. Lighter weights holding their own but heavier weights are not in demand and prices are "all over the place." Actual list quotations do remain unchanged, however, as far as publication is concerned.

AVERAGE CURRIED LEATHER PRICES

	Best	Selec.	No. 2	No. 3
Curried Belting	1.22-1.35	1.15-1.30	1.14-1.20	
Butt Bends	1.51-1.62	1.39-1.57	1.26-1.35	
Centers 12"	1.45-1.58	1.39-1.53	1.30	
Centers 24"-26"	1.39-1.52	1.34-1.47	1.29-1.30	
Wide Sides	1.12-1.28	1.08-1.23	1.01-1.08	
Narrow Sides	1.04-1.20	1.00-1.16	.94-1.00	

Premiums to be added: Heavy—minus 5c-10c; Ex-Heavy—minus 2c to plus 5c; Light—plus 10c-21c; Ex Light—plus 23c.

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Kid Still Slumps

Kid leather tanners of Philadelphia find there is still a slump in business. Black suede selling to some degree with orders coming in fairly regularly. However, the volume can by no means be described as a "rush" business. Glazed still slow. So far interest in colors hasn't materialized.

Some tanners find linings starting to pick up for the first time in quite a while. Slipper leathers remain slow. Neither slipper manufacturers nor cowboy boot manufacturers are showing any interest. Nothing reported in crushed or satin mats.



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VETERANS OF FOREIGN WARS
OF THE UNITED STATES

Tanners not happy about prices. They claim that they are "giving leathers away." Actual quotations, when available, seem to be at an unchanged level, however.

Average Prices Quoted

Suede 32c-92c
Linings 25c-60c
Glazed 25c-90c
Crushed 35c-75c
Slipper 25c-60c
Satin mats 69c-\$1.20

Garment Wanted

Steady interest for most types of garment leather and some additional business booked at prevailing prices. Suede sheepskin leather continues in best call at around 31-32c for some very good quality productions and volume business has been noted at 26c for tannery run suede for the garment trade. Some occasional business booked in grain garment leather around 32-33c for the better descriptions with tannery run on a volume basis still considered around 26c awaiting new developments.

Strength which developed lately in rawstock market has been encouraging to the horse hide garment leather trade. Good volume of business booked at 36c and down for good quality productions and where some tanners were inclined to shade their lists heretofore, the tendency has been to firm up in ideas. Average price basis fully steady at 33-34c.

Tanning Oils Move

Tanning Oils moving in moderately active market with buying geared usually to actual requirements. Quotations unchanged. Interest in Raw Tanning Materials on "as needed" basis. Some price changes noted. Myrobalans advance due to increased freight rates. Tanning Extracts firm.

Tanning Materials Slow

Raw Tanning Materials

Divi Divi, Dom., 48% basis ship't, bag \$ 68.00
Wattle bark, ton "Fair Average" \$104.00
..... "Merchantable" \$100.00

Sumac, 28% leaf \$135.00
Ground \$135.00
Myrobalans, J. 1's \$47.00
Crushed \$66.00 J. 2's \$40.00
R. 1's \$47.00
Valonia Cups, 30-32% guaranteed \$67.00
Valonia Beards, 42% guaranteed \$86.00-\$87.00
Mangrove Bark, 30% So. Am. \$52.00
Mangrove Bark, 38% E. African \$77.50

Tanning Extracts

Chestnut Extract, Liquid (basis 25% tannin), f.o.b. plant
Tank cars 4.25
Barrels, c.i. 8.10
Barrels, l.c.l. 8.42
Chestnut Extract, Powdered (basis 60% tannin), f.o.b. plant
Bags, c.i. 10.92
Bags, l.c.l. 11.80
Cutch, solid Borneo, 55% tannin, plus duty08 1/4
Gambler Extract, 25% tannin, bbls.09 1/4
Hemlock Extract, 25% tannin, tk. cars f.o.b. works0825
Bbls. c.i.08 1/4
Oak bark extract, bbls. 6 1/2-8 1/2, l.c.l.06 1/4
Quebracho extract
Solid, ord., basis 63% tannin, c.i. plus duty11 31/64
Solid clear, basis 64% tannin, c.i. 3/16
Liquid basis, 35% tannin, bbls.
Ground extract
Wattle extract, solid, c.i. (plus duty)11 1/4
Wattle extract, solid, c.i. (plus duty) East African11 1/4
Powdered super spruce, bags, c.i. 55%; l.c.l.05 1/4
Spruce extract, tks., f.o.b. works01 1/4
Myrobalan extract, solid, 55% tannin (plus duty)10
Myrobalan extract, powdered, 80% tannin (plus duty)10
Valonia extract, powdered, 63% tannin (plus duty)9 1/4
Oak Bark Extract, Powdered, Swedish, 65% tannin12
Quebracho Extract, Powdered, Swedish spray dried, 80% tannin16
Wattle Extract, Powdered, Swedish, 73% tannin16
Powdered Spruce, spray dried, Swedish3 1/4

Tanners' Oils

Castor oil, No. 1 C.P. drs. l.c.l.31 1/4
Sulphonated castor oil, 75%27 1/4
Cod Oil, Nid., loose basis, gal. 1.08
Cod, sulphonated, pure 25% moisture14 1/4
Cod, sulphonated, 25% added mineral12 1/4
Cod, sulphonated, 50% added mineral11 1/4
Linsed oil tks., zone 1192
drums, c.i. 177, l.c.l. 187
Neatsfoot, 20° C.T.32
Neatsfoot, 30° C.T.30
Neatsfoot, prime drums, c.i. 18 1/4
l.c.l. 18 1/2
Neatsfoot, sulphonated, 75%18
Olive, denatured, drs. gal. 2.40
Waterless Moellon, 25% moisture16
Artificial Moellon, 25% moisture13
Chamois Moellon, 25% moisture11
Common degrass14 1/4
Neutral degrass27 1/4
Sulphonated Tallow, 75%12
Sulphonated Tallow, 50%08
Sponging compound14
Split Oil12-14
Sulphonated sperm, 25% moisture15 1/4
Petroleum Oils, 200 seconds visc., tks., f.o.b.17
Petroleum Oils, 150 seconds visc., tks., f.o.b.16
Petroleum Oils, 100 seconds visc., tks., f.o.b.14

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PACKER HIDES, CALFSKINS RECORD FURTHER ADVANCES THIS WEEK

**Better Sales To Dealers Serve To Push Up Prices
In Market**

Tanners not too active in trading as yet. Rawstock advances spur leather sales.

Packer Hides Stronger

Further strength this week in the big packer hide market and advances paid on several selections including heavy native steers, light native steers and light native cows. While interest was shown by hide exchange traders from time to time, there was also buying by upper leather tanners with sole leather producers also showing some interest.

Interest in rawstock reflected recent improvement in leather business although some tanners were reluctant to reach much higher for hides because they were not yet obtaining commensurate advances for their finished leather products. Nevertheless, feature trading was effected early this week by one big packer who sold 3,300 Chicago, Omaha and Sioux City April-May heavy native steers at 13c and 1,000 from St. Paul at

13½¢. Just prior to this business, it had been noted that Packers' Ass'n. had sold 1,100 May heavy native steers at 13c with a kosher allowance. Subsequent business reported at higher prices in big packer light native steers and light native cows.

Other native selections receiving some interest at mid-week; ex. light natives wanted at last trading basis of 18c while heavy native cows had some call around 13-13½¢, as to production points with sellers generally naming ideas about a half cent higher.

Sole leather tanners showing continued interest for heavy branded steers on higher trading basis of 10½¢ for butts and heavy Texas and 9½¢ for Colorado steers; also in northern branded cows around 12c. Bids for bulls at 9½¢ for native and 8½¢ for branded.

Small Packers Active

Stronger undertone evident in small packer hide market and higher prices established in latest reported


HIDE FUTURES

COMMODITY EXCHANGE, INC., FUTURES MARKET

	Close May 8	Close May 1	High For Week	Low For Week	Net Change
July	16.70B	16.35	16.85	16.15	+35
October	16.70T	16.25T	16.90	15.78	+45
January	16.70B	16.20	16.85	15.85	+50
April	16.72B	16.25	16.60	16.05	+47
July	16.75B	16.25	16.75	15.85	+50
October	16.78B	16.33N			+45
Total Sales: 368 lots					

HIDE AND SKIN QUOTATIONS

	Present	Week Ago	Month Ago	Year Ago	Suspended Ceilings
Heavy native steers	13 -13½	11½-12	10 -10½	33	28
Light native steers	17	15	15	36½	31½
Ex. light native steers	18 -18½	17	17N	39	34
Heavy native cows	13½-14N	12½-13	12 -13	34	29
Light native cows	16 -17½	14½-15½	13½-15	36 -37	31 -32
Heavy Texas steers	11½	10½	9 - 9½	30	25
Butt branded steers	11½	10½	9 - 9½	30	25
Light Texas steers	15½	13	12½N	34½	29½
Ex. light Texas steers	17	15½	14½N	37	32
Colorado steers	10½	9½	8 - 8½	29½	24½
Branded cows	13	11½	12	33	28½-29
Native bulls	9	8½- 9		24	20
Branded bulls	8	7½- 8	8	23	19
Packer calfskins	27½-32½	25 -30	27½-37½	77½-80	65
Packer kipskins	22 -25	22 -25N	25 -28	55 -60	50



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sales of various average weights. Midwestern productions of choice plump hides averaging from 47 to 50 lbs. sold at 14c and later some 47 lb. avg. brought 14½c and similar type 52 lb. avg. brought 13½c selected.

Lighter hides averaging under 50 lbs. were best demand. Some 45-47 lb. avg. hides brought 15c which was also paid for Texas 42 lb. avg. hides. However, the southwesterners were later found hard to obtain within the range of 16-17c for productions averaging down to 40 lbs. or lighter and there were a number of sellers who asked up to 18c for choice plump very light avg. Texas hides.

Asking prices on 61-62 lb. avg. choice plump hides ranged up to 13½c compared with last trading at 12½c. At the same time, thin spready hides in the same average weight range, mostly cows, offered at 12½c and found but few takers.

Country Hides Better

Along with advances in other markets, country hides have also moved up to higher levels. Scattered sales reported during the past few days at 9c, 9½c and later at 10c flat trimmed fob., prices depending upon sellers, quality, average weights, etc. This week, most of the trading at the 10c

level involved lighter hides eagerly sought after and tanners picked up a few lots averaging around 48 lbs. as well as some in the neighborhood of 46-47 lbs. average.

Because of higher freight costs, buyers were slow to pay the top price for more distant productions requiring long hauls, but sellers throughout the country more bullish in their ideas and generally asked advances ranging upwards of 11c. Glue hides moved at higher levels ranging from 7½c up to 7¾c and even 8c for lighter average weight No. 3s.

Calf Up Again

Following sales last week by one big packer of 7,500 Milwaukee calf at 27½c for lights and 30c for heavies, the same packer sold 7,500 more from the same plant at 30c and 32½c respectively, registering another 2½c advance. Offerings of big packer calf from other points have been lacking with the result that follow-up business has been slow to develop. The only kip business reported involved about 9,500 southeasterns at 25c for kip and 22c for overweights. Following sales at \$1.50, some sales of packer regular slunks confirmed at \$1.60. Large hairless nominal around 60-75c.

Horsehides Stronger

This market has strengthened, influenced to some degree by the upturn in beef hides. Scattered sales at advancing prices have been reported such as \$5.75 and \$6.00 fob. shipping points for good northern slaughterer type whole hides. This week it was reported up to \$6.50 fob. paid for untrimmed hides of very choice quality and said to involve large northern slaughterers averaging 65 lbs. or better. Buyers' ideas on some ordinary renderer hides about 50c less.

Trimmed hides quoted at \$5.00-5.50 fob. for the slaughterer type. Offerings from sellers appeared to be somewhat tighter, reflecting a drop in production. Better demand for cut stock and some sales of fronts made from \$4.50 to \$5.00, according to quality. Some quarters intimated choice large northern slaughterer fronts might bring up to \$5.25 now. Butts remained unchanged but steadier at \$1.25-1.50.

Sheep Pelts Steady

Sales made at steady prices; big packers selling clips at \$2.25 and No. 1 shearlings at \$1.85. Reports that choice No. 1s suitable for mouton fur purposes sold at \$2.00 and even

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a shade better. Big packer No. 2s sold at \$1.60 and No. 3s at \$1.10. Production of No. 2s and No. 3s showing a seasonal increase.

Winter wool pelts quotable around \$4.00 or shade better per cwt. live-weight. Large outside packers offered their May productions this week. California genuine spring lamb pelts ranged \$2.50-2.60 per cwt. live-weight; some sellers now asking \$2.75. Full wool dry pelts sold from 26 to 28c with 30c now asked. Winter pickled sheep and lamb skins slow selling at \$8.00 a dozen and tanners fussy over quality talked down to \$7.50, although intimating they might pay more for clear springers.

Dry Sheepskins Same

Only interesting feature this past week was announcement by the Government making Fulton County a distressed area. What effect this will have on business remains to be seen. Except for possibility of some Government contracts, it will not affect the poor domestic glove business. There is enough leather and also raw stock on spot to take care of any demand.

Little change in hair sheep markets. Some interest in Brazil cabret-

tas, principally "specials" but few of these offered alone and shippers usually high on combined lot of "regulars" and "specials." No change in Cape market with prices somewhat lower. Only demand for Nigerians, which are not available. Some indications of \$4.50-\$5.00 per dozen for Mocha whiteheads. Last sales blackheads at \$1.25 per lb., basis primes but buyers' views lower now.

Shearlings generally slow. No change in Capes while Australians said to be all cleaned up except for longer wool skins. Some business in Argentine butcher $\frac{1}{2}$ -1 inch fine wool shearlings at \$1.70 per skin c&f. Montevideo market firm.

Prices higher at the last Australian wool sheepskin auctions. Sydney, 63,000 skins offered, lambs and hoggets and crossbreds, 56s and down, 3-6 pence and all other descriptions 1-3 pence dearer while at Melbourne, shorn lambs 6 pence, all other descriptions 3-5 pence dearer, Australian currency.

Pickled Skins Lag

Not many offers received from New Zealand as most sellers have higher views than what buyers here are willing to pay. Prices vary as to freezers and brands involved. Do-

mestic market slow as with the shearing season starting, not many skins are anticipated.

Reptile Quiet

Little business passing. Offers made at lower prices with combined lots of Madras bark tanned whips, 4 inches up, averaging $4\frac{1}{2}$ inches, and 4 inches up, averaging $4\frac{3}{4}$ inches, 70/30 selection, at 70-72 $\frac{1}{2}$ c, as to shippers, and unsold. Cobras and vipers nominal. No new offers from Calcutta. Brazil market nominally unchanged with back cut tejus offered at 70-73c fob., as to shippers and assortment.

Deerskins Spotty

Most tanners claim that notwithstanding lower offerings, prices are still too high for them. Some interest in spot skins by manufacturers who want something in a hurry. Some small lots of Brazil "jacks" sold for shipment at 50c fob., basis importers and other sales made at prices that figure 54-55c, basis manufacturers. New Zealand market unchanged with sellers talking 30-35c cif, and indication that business passing within this range. Siam market slow and nominal in absence of sales.

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300 Elm St. (Ext. 1859) Buffalo 3, N. Y.

Pigskins Mixed

No particular change as buyers are still out of the market though some selling quarters state that at a price, business is possible for certain lines. Bids of \$1.50 for Bolivian grey peccaries and \$1.30 for blacks, c&f. basis, thus far not accepted. Para black peccaries sold but details withheld; offered at \$1.40 fob., basis importers. Not many offers of Manaos peccaries and greys still held at \$2.20 fob., basis importers. Sellers state that business possible in dry Chaco carpinchos under \$3.00 c&f., but no interest. Wet salted capivaras wanted but not many offers received.

• M. S. Willard, executive vice president of Reilly, Brown & Willard, Inc., Boston, has retired from the agency. The announcement was made by Arthur F. Brown, agency president. Willard's accounts will continue to be handled by the agency. His future plans will be announced later.

St. Louis Output Drops In January

Shoe production in the Eighth Federal Reserve District during Jan. 1952 totaled only 7,891,000 pairs, a decline of six percent below the 8,363,000 pairs reported in Jan. a year ago, the St. Louis Federal Reserve Bank reports.

As expected, production in Jan. this year showed a fairly substantial gain over the 6,042,000 pairs produced in Dec. 1951.

Although retail price ranges of the lines were not directly reduced, company officials reported that many styles, found in the higher bracket of price ranges last fall, are now grouped in the lower brackets.

The result is substantially more shoes, including basic elasticized pumps, at the \$10.95 price point, according to C. L. Hein, Vitality manager.

COMPARATIVE LEATHER PRODUCTION FIGURES

CATTLEHIDE LEATHERS				(In 1,000 hides)					
	Total Cattle Hides	Sole	Upper	Belt, Mechanical	Harness Saddlery	Bag Case, Strap	Upholstery	All Others*	
1939	22095	7833	12124	531	477	387	510	233	
1940	21070	7032	11582	675	524	382	601	272	
1941	28121	9080	15600	1064	650	581	699	448	
1942	30828	10432	15598	1213	637	936	386	1625	
1943	25656	8290	13073	1292	632	800	231	1338	
1944	26152	8420	13002	1439	613	629	232	1818	
1945	27566	8525	14567	1324	556	572	272	1750	
1946	26905	8510	14057	1158	510	827	378	1465	
1947	28824	8924	15529	1134	440	813	529	1455	
1948	26070	8016	14213	1004	270	760	594	1213	
1949	23332	6384	13753	759	227	674	461	1074	
1950	24391	6127	15377	789	218	813	689	1312	
1951	22697	5417	14106	983	219	669	744	712	
1952, Jan.	1880	436	1222	50	20	40	52	60	
1952, Feb.	1862	434	1198	54	19	47	52	58	

*Data from 1942 forward not directly comparable with previous data.

CALF, KIP, GOAT, KID, SHEEP AND LAMB LEATHERS (In 1,000 hides)

	Calf, Kip	Goat, Kid	Total Sheep, Lamb	Sheep Leathers			All Others
				Glove, Garment	Shoe	Shear-lings	
1939	14027	40419	38914	18420	11604	2563	6327
1940	11387	37697	37920	17725	9966	3322	6907
1941	13098	45373	51915	22542	14166	5779	9428
1942	12264	41127	53629	19459	14983	9596	9591
1943	11112	37351	59315	20415	15474	11210	12216
1944	10930	34653	53976	20370	15040	6690	11876
1945	11636	24026	52450	17294	17153	6508	11495
1946	10836	24123	47999	15781	13349	9923	8918
1947	12471	37188	36535	11265	12498	5409	7363
1948	10480	37970	33492	10419	11392	4993	6688
1949	10173	34774	28644	8411	9998	4498	5737
1950	10661	37159	31501	9750	10708	5322	6091
1951	7360	28103	22652	6603	7908	2862	5329
1952, Jan.	717	2614	2047	623	781	207	436
1952, Feb.	805	2513	2279	776	826	222	455



**"THE APPEARANCE OF OUR LINE HIT A NEW HIGH
when our factory turned to United for Finishes"**

**UNITED
FINISHES**

**PRODUCTS
OF
B B CHEMICAL CO.**
FINISHES FOR UPPERS
BOTTOMS • HEELS • EDGES

The Sales Manager who asked for better finishes for his entire line may — or may not know *how* the factory obtained results.

In this case, his finishing room foreman called in a United Finishing Specialist to analyze finishing practices, to suggest and demonstrate the way to get the best results . . . and to supply the materials for the job.

United Finishing Specialists can provide you with finishing formulas and methods that will restore and enhance the original character of the leather surface. Throughout the country, these men are helping manufacturers improve the appearance of their shoes.

For help in stepping up the "buy appeal" of your line call upon the services of the qualified United Finishing expert in your area.

UNITED SHOE MACHINERY CORPORATION
BOSTON, MASSACHUSETTS

LEATHER and SHOES

News Quicks

About people and happenings coast to coast

Nebraska

• The **Midwestern National Shoe Travelers Association's** Fall Show, scheduled at Omaha May 18-19, has been cancelled. Jack Clark, secretary, reports it would have conflicted with two other nearby shows.

Ohio

• Creditors Committee of **Longini Shoe Mfg. Co., Inc.**, Cincinnati, has recommended that an extension granted the firm until April 30 be extended in full force until Dec. 15, 1952. Recommendation was announced by Orrell Oseland of Tanners' Council Associates, after a recent meeting.

Michigan

• **Hack Shoe Co., Inc.**, Detroit retailer of orthopedic footwear, is reported planning to open its third unit as a children's branch at 16633 East Warren St., Detroit. Opening is scheduled for some time in July.

California

• Sale of the **Frank Werner Co.**, retail shoe chain to **C. F. Bally, Ltd.**, leading Swiss shoe manufacturer. Former owners, Frank Werner and his son, Russell, have no immediate plans. The chain will retain the Frank Werner name and policies and will continue present lines with addition of Bally shoes, according to J. W. Barbey, president of Bally-American Corp.

Texas

• **Theron E. Brooks** has been appointed sales manager of **H. J. Justin and Sons, Inc.**, Fort Worth boot and shoe manufacturer. He succeeds **H. N. (Bert) Fisch**, who retired March 1.

New Hampshire

• Despite a change-over from the 10" combat boot to the military oxford, **J. F. McElwain Shoe Co.** plants in Manchester will reduce their

payrolls by "fewer than 50," according to company spokesmen. Announcement was made following rumors that the employment cutback would involve about 100 workers. Most of the workers affected by the conversion will be shifted to civilian output. **McElwain** plants in Manchester now employ about 2,600 with military output at 9,600 pairs daily.

Massachusetts

• Public auction of machinery and equipment of **Smith Shoe Co.** was held May 6 on the premises at 195 Boston St., Lynn.

• **Kelley & Sweeney**, Boston, has been appointed resident sales agent to the New England shoe trade for **Globe Leather Corp.** of New York, U. S. sales distributor of **Boltonia** and **Florana** Calf in addition to English lining kip and kid leathers. **Globe Tanning Corp.** of Peabody will continue to cover the New England luggage and leather goods manufacturing trade for the New York firm.

• **Wind Welting Co.** of Brockton will shortly open a new plant in Lawrence for the manufacture of a new line of thermoplastic welting, it is reported. Wind was recently licensed under the same patents held by **Wright-Batchelder Corp.**, Boston manufacturer of Dryseal Thermoplastic Welting.

• The new Buntees hand-lasted **Trailer-Oxford** recently added to the **R. J. Potvin Shoe Co.'s** line of baby moccasins will be exhibited for the first time at the forthcoming Popular Price Shoe Show, according to **Richard Potvin**, president of the Brockton firm.

• **Rockettes Footwear Corp.** has taken over operation of the **Revods** line of **Dover Shoe Mfg. Co.**, according to **Herman L. Shaw**, vice president in charge of sales and advertising at Rockettes. The new arrangement will begin with the fall line. **Dover** will continue to manufacture the line, formerly known as **Steponair**, but the shoes will be sold under the **Rockettes** name.

• The **Brandeis University Associates** membership meeting scheduled for May 5 was cancelled by request of the Combined Jewish Appeal. The meeting to secure "foster alumni" for the first Jewish-founded non-sectarian university will be re-scheduled shortly.

New York

• May 12 has been set as the date by which application for confirmation of amended Chapter XI Bankruptcy

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**QUEBRACHO
EXTRACTS**

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THE WOBURN MACHINE COMPANY
HIDE AND LEATHER MACHINERY
PROMPT SERVICE ON MACHINERY REPAIRS

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201 MAIN ST., WOBURN, MASS.

plan of **Progress Shoe Co.**, Brooklyn maker of stitchdown shoes, must be filed. Hearing on confirmation of the plan is set for May 14.

• **Fashion Workshop, Inc.**, has announced purchase of controlling interest in **Gelburn Shoe Mfg. Co., Inc.**, of New York, according to William Burroughs, official of the former. The firm will be given a new name.

• Some of the nation's major producers of vinyl film have joined in a new film association organized as a section of the **Plastic Coatings and Film Association**. Formal organization has been accomplished by 10 manufacturers of vinyl film under 10 mils.

• **Grace Powell**, New York shoe designer, will introduce in mid-June a new line of custom-type shoes to be manufactured under her name by M. Wolf & Sons of Brooklyn. Production of the Grace Powell line will not affect Wolf lines.

• **The Boot and Shoe Travelers Association** of New York has scheduled its semi-annual Market Week for June 15-18 at member showrooms at the Marbridge and Empire State Bldgs. and the McAlpin, Vanderbilt and Collingwood hotels. Annual outing will be held Monday, July 17, at the North Hills Golf Club, Douglaston, L. I.

• Involuntary petition in bankruptcy has been filed against **Barlo Leather & Findings Co., Inc.**, New York, it is reported.

• **Milton Klein**, vice president of W. B. Coon Co., Rochester maker of women's footwear, has resigned, it is reported.

• **Novella Shoe Co., Inc.**, has filed articles changing its name to Sid Berk, Inc., it is reported.

• A revised treatise on the most up-to-date methods of dyeing most of the new synthetic fibers and blends has just been published by **General Dye-stuff Corp.**, New York, sole distributor for products manufactured by General Aniline & Film Corp. Copies are available by writing to the company at 435 Hudson St., New York 14.

PUMPED TO DEATH


(Continued from Page 9)

Not taken into consideration in this analysis are those one or two pages in the magazines which were devoted to shoe styles in themselves. Naturally a variety of styles was necessary in these instances to make the

CALAFENE

Binder and Filler

PIGMENT FINISHES	Uniform quality binder, filler and carrying agent. Builds up body. Improves covering power and spread. Nourishes fiber and eliminates harsh feel. No manipulation necessary.
LEATHER FILLER	Imparts permanent flexibility. Does not "pipe" or crack. Covers cuts and imperfections.
SUEDE SPLITS	Plumps the skins, strengthens and builds up low ends. When sued the skins have a velvety nap and full mellow feel. Does not lay on the surface.



Established 1900

Apex Chemical Co., Inc.

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Manufacturers
of a complete line
of specialties for
the tanning trade

BICHROMATES

FOR THE LEATHER INDUSTRY

for purity, uniformity, full weight, specify

"NATURAL"

BICHROMATE OF SODA

BICHROMATE OF POTASH

NATURAL PRODUCTS REFINING CO.
902 GARFIELD AVE., JERSEY CITY 3, N. J.


BP-109

TANNERY

ESTABLISHED 1908

Compounders and
Sulphonators of Oil for Tanners
and Leather Finish Manufacturers

WHITEMORE-WRIGHT CO., INC.



presentation worth while. On the other hand, wherever these shoes were shown *coordinated* to a costume, they were considered. A large share of these shoe fashions were pumps, although there was included a variety of other types. On the whole, however, the attitude of fashion editors toward readers seems to be "don't do as I do, do as I say," since they mention other types of shoes by themselves, but select pumps when presenting coordinated costumes.

Pump Suitable Throughout

An interesting point noted in the analysis was this. In checking through the editorial and advertising pictures which showed "other types" of shoes, it was found that with the possible exception of one or two, these "other types" were used only with lingerie (glamorous stripping or mule types), evening wear (new naked themes) and play clothes (casuals). However, many of these also pictured plain pumps as well. In other words, the pump was shown to be suitable with every type of costume except a play suit or slacks (ballerinas were often shown with these which have the look of a plain pump).

Mademoiselle magazine presented a 172-page issue devoted to Spring fashions. Advertising showed 54 percent plain pumps, eight percent trimmed pumps and 38 percent other types. Editorially, the magazine pictured plain pumps 20 percent, and trimmed pumps 80 percent. No other types anywhere.

The relatively large percentage of "other types" in advertising was due to the fact that these accompanied either play clothes or lingerie in all instances. Every other category of wear pictured pumps.

The March issue of *Charm* magazine contained 168 pages. Plain pumps were seen in 63 percent of ads, trimmed pumps in six percent, all other types in 31 percent. Here again this 31 percent is accounted for, in most instances, by play clothes and lingerie.

Editorially, the magazine used simple pumps in 17 percent of cases and trimmed pumps in 83 percent. No other types anywhere.

The fashion ads in the 80-page *New York Times* Spring fashion supplement (March 2 issue) showed 100 percent absolutely plain opera pumps. No other type of shoe was pictured. Editorially, plain pumps scored 82 percent, trimmed pumps four percent, and all other types 14 percent.

This 14 percent was largely used with formal wear.

Glamour magazine devoted 220 pages to its Spring fashion story. In 69 percent of ads, plain pumps were pictured; six percent showed trimmed pumps, while all other types were seen in 25 percent.

Editorially, the magazine showed only trimmed pumps. No other types were shown in any instance.

Vogue magazine publishes two issues per month. The March 1 issue contained 186 pages. Advertising breakdown showed the following: Plain pumps, 76 percent; trimmed pumps, 9 percent; all other types, 15 percent.

Editorially, the statistics are as follows: Plain pumps, 36 percent; trimmed pumps, 18 percent; all other types, 46 percent. This issue featured Paris collections and the 46 percent "other types" shown were shoes coordinated to cocktail and evening clothes with the exception of one—a Dior model (Dior used a specially-designed Perugia shoe throughout his entire collection).

In the March 15 issue of *Vogue* (152 pages), the breakdown revealed: Advertising—plain pumps, 67 percent; trimmed pumps, none; all other types, 33 percent (this only with lingerie or evening wear).

Editorially—plain pumps, 67 percent; trimmed pumps, none; all other types, 33 percent. The 33 percent in this case was largely accounted for in a collection of Dior costumes where the Perugia-designed shoe mentioned above was used with each.

For 'Teen-Agers, Too

For 'teen-agers, *Seventeen* magazine issued 180 pages. In ads, representation of absolutely plain opera pumps was 74 percent, trimmed pumps 22 percent, and all other types four percent. Editorially, pumps were shown 73 percent of time, while trimmed pumps were shown 27 percent. There were no other types anywhere.

That is the statistical picture of what is happening. It is difficult to determine whether the greater share of the blame lies with fashion editors or with the shoe industry itself. But it is a certainty that the blame must be shared, with the shoe industry accepting its part.

It is probable that fashion editors find it difficult to obtain authentic new styles, proper sizes, etc., enough in advance for photographing, since they do work a few months ahead of an issue. Whatever the reasons for

present conditions, it is up to the shoe industry to assume the responsibility of getting the type of fashion education it wants before the public, that is if the industry is interested in more sales per capita.

One last example of how prevalent this feeling about pumps has become is expressed by a top fashion expert. This woman is fashion coordinator for a major New York department store. Recently the company went all out for a gigantic fashion show, coordinating items and accessories from all departments of the store. Each model wore only a pair of plain opera pumps with every costume, regardless of type and regardless of a complete change in every other accessory. Faced with the problem of being allowed only one pair of shoes per model by the shoe department, the fashion coordinator said, "Naturally I selected plain black pumps, *because they go with everything!*"

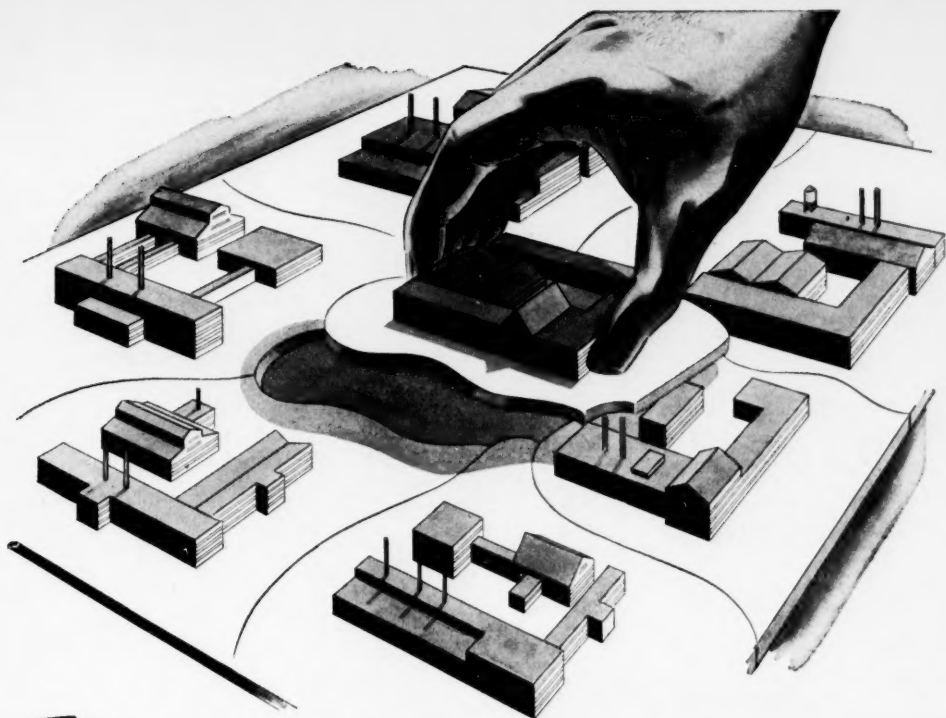
Shoe Style Stalemate

Plain pumps may go with everything—except with good fashion sense. When fashion becomes static it has fallen into a sorry rut. This has obviously happened with the pump. It appears that the basic fault lies with the editors of the fashion magazines—for they have settled upon a shoe style stalemate surrounded by creative apathy and lack of imagination and alert style sense when it comes to shoes. This might appear to be a harshly critical statement, except that the unbiased statistics show it to be the impartial truth.

These fashion magazines have shown commendable creative zeal in selection and presentation concerning all fashion aspects for women—except from the ankles down, where, by virtue of the unimaginative plain opera pump and its dominant role today, fashion is rooted in a rut that is gradually wearing down to the depth of a grave.

It is the fault of the fashion magazine editors for their failure to fulfill their responsibility—a job that won't be completed until the go-with-everything plain pump is relegated to a minor rather than a major role. It is also the fault of the shoe industry for allowing this negligence and fashion atrocity to continue.

A meeting of the minds—shoe industry and fashion magazines—might well clarify this fashion fog, and bring more deserving attention on the creative ability behind our footwear fashions.



What has 4000 plastic raincoats a day to do with Box Toes?

Only this—that in electronic plastics fusion as well as compression and injection plastics molding, the necessary and constant research needed to stay abreast of competition in this field may well lead to the next important shoe foundation development. In conceding that synthetic resins offer unlimited advantages over natural resins and waxes from standpoints of both inherent physio-chemical uniformity as well as stability and permanence within footwear, it becomes imperative to us to continuously study the adaptability of plastics to box toe constructions. How better to do

this than to operate a plastics division complete with every research facility? B Compound, our sensational new thermo-adhesive, is the direct result of living closely with new polymers and co-polymers. Integration of plastics with box toe "know how" has already resulted in five new stainless and self-adhering thermoplastic box toe materials. Ask any Beckwith salesman or agent about the box toes termed by us as:

3DNC

DCL-50

NC

2GF

4GF

Beckwith

**BOX
TOES**

... in addition to the production of over 70 types and weights of conformable soft, flexible and rigid box toe materials in thermoplastics, pyroxylin, and rubber-filled felts and flannels, "Beckwith" means molded steel safety box toes; industrial felt making; plastics fabrication and products for the ethical medical profession.

... you buy more when you buy Beckwith



**Compact...
Economical...
Efficient!**

**NEW MILLER
PEDESTAL TWIN
TREEING
MACHINE**

Simple in design and operation . . . compact . . . the new Miller Pedestal Twin Treeing Machine has several new and helpful features. The ratchet action provides eight degrees of expansion in the stretch-off mechanism for holding varying styles of men's and women's footwear securely and provides a higher degree of stretch-off than previously obtained. When released, shoes can be slipped off without disturbing carefully smoothed uppers.

Other advantages that make this highly service-

able machine pay off are fewer parts, greater ease of assembly and practically no maintenance. Both tray and work head are adjustable to operator's convenience and the all metal construction greatly reduces fire hazards. Write today for catalog and complete information about this machine with or without fittings as shown.



O. A. MILLER COMPANY

Branch of United Shoe Machinery Corporation
PLYMOUTH, NEW HAMPSHIRE

CLASSIFIED ADVERTISING

Wanted and For Sale

For Sale

24" Turner Automatic Shaving Machine.
Good running condition.
COLONIAL TANNING COMPANY
730 West Virginia St.,
Milwaukee, Wis.

SEDGWICK K. JOHNSON

Leather Chemist and Tanner

Research and Government Work a Specialty
E-4 19 Pingry Place, Elizabeth 3, N. J.
ELizabeth 3-7336

For Sale

18,000 pairs Leathertite
3-3 1/2 Iron Midsoles
Sizes 7 through 16
For Samples & Price Write
Box Y-7
Leather And Shoes,
10 High St., Boston, Mass.

Agent Wanted

WEST COAST side leather and split tannery
wants active representation. Established
agents only apply.

Address E-3,
c/o Leather And Shoes,
300 W. Adams St.,
Chicago 6, Ill.

Machines

FOR SALE: One Aulson boarding machine
nearly new. One Baker 72" fleshing machine
in working condition.

Address E-6,
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

FOR SALE

One complete heavy duty tannery drying assembly including structural steel supports and track for drying room, approximately 10'6" wide x 20'6" long x 9'1 1/2" high, with dual tracks, hangers, switches, approximately 40' Monorail and two 90-degree turn sections, rotating work stand, 35 heavy perforated steel drying frames 6'4" x 6" OD with hinged yokes, 70 ball-bearing trolleys and 1250 type M steel toggles. The assembly is complete, 100% new and has not been assembled. It was originally designed for small tannery drying set-up. Location—near Chicago. Will sell the group in its entirety or consider selling major components separately. Price—very reasonable.

For information write to E-2, c/o Leather and Shoes, 300 W. Adams Street, Chicago 6, Illinois.

Rates

Space in this department for display advertisements is \$5.00 per inch for each insertion except in the "Situations Wanted" column, where space costs \$2.00 per inch for each insertion.

Undisplayed advertisements cost \$2.50 per inch for each insertion under "Help Wanted" and "Special Notices" and \$1.00 per inch for each insertion under "Situations Wanted."

Minimum space accepted: 1 inch. Copy must be in our hands not later than Tuesday morning for publication in the issue of the following Saturday. Advertisements with box numbers are strictly confidential and no information concerning them will be disclosed by the publisher.

THE RUMPF PUBLISHING CO.
300 W. Adams St. Chicago 6

Situations Wanted

Stitching Room Foreman

Available May 10 man of long experience in women's novelty factories. Knows California process problems. Capable of running smoothly operating room. Knows machines and how to keep them in order. Best of references. Prefers factory in greater Boston. Apply Box Y-4, Leather And Shoes, 10 High St., Boston, 10, Mass.

Shoe Buyer-Merchandiser

A woman with 24 years of wide experience in shoe business seeks position with shoe manufacturer or large distributor as buyer and/or merchandiser, preferably in the East. Knows all aspects of shoe business—retailing, buying, merchandising, fashion coordination and sales. Has detailed knowledge of all types and grades of footwear. Personable, vigorous, with excellent record of results. Is presently employed with same firm for past 7 years, but wishes position with better opportunity. Write Leather And Shoes, Box Y-6, 10 High Street, Boston.

Stitching Room Foreman

Exceptionally able stitching room man who knows how to handle help and get production wishes position. Prefers New England but would go anywhere if opportunity favorable. Apply Box Y-1, Leather and Shoes, 10 High St., Boston 10, Mass.

Hide Buyer-Office Manager

Available May 10, young man of wide leather industry experience. Has been office manager and buyer of hides and apita. Can handle both jobs for moderate sized tanner or either for larger firm. Best of references. Apply Box Y-2, Leather And Shoes, 10 High St., Boston 10, Mass.

Splitter

POSITION WANTED: Splitter with 35 years' experience on all types of leather. Will accept position teaching or consulting.

Address D-14,
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

Stitching Room Foreman

Exceptionally able man of twenty-five years' experience. Knows all aspects but prefers California construction. Will locate anywhere in New England. Best of references. Apply Box Y-3, Leather And Shoes, 10 High St., Boston 10, Mass.

Help Wanted

Salesmen

WE OFFER an excellent opportunity for wide-awake salesmen to sell adhesives and coatings.

Because of an increased demand for our products and new developments by our laboratories, we have decided to expand our sales force.

Preference will be given to men who have had experience selling coatings, latex and rubber cements.

Write full details to Adhesive Products Corporation, 1600 Boone Ave., New York 60, N. Y.

Finisher

TO TAKE CHARGE of finishing luggage and wallet leathers.

Address E-4,
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

Opportunity for Tanner

WANTED: A man with knowledge of tanning business and financial interest in going tannery. Owner's health is such it requires help.

Address E-5,
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

Representative Wanted

TANNER OF HAND BOARDED CALF FOR LADIES HANDBAG AND BELTS DESIRES REPRESENTATION. ALL TERRITORIES OPEN. Address E-7, c/o Leather and Shoes, 20 Vesey St., New York 7, N. Y.

LEATHER SPECIALTIES
PROCESS DEVELOPMENT
PURE-TAN
(QUEBRACHO CRYSTALS)
GEORGE H.
GRISWOLD
14 Franklin St. Salem, Mass.

Coming Events

May 11-13, 1952—Fourth Factory Management Conference. Sponsored by National Shoe Manufacturers Association. Netherlands Plaza Hotel, Cincinnati, O.

May 11-14, 1952—Fall Shoe Show of The Southwestern Shoe Travelers Association. Dallas, Texas.

May 11-15, 1952—Popular Price Shoe Show of America. Showing of shoes for Fall 1952, sponsored by National Association of Shoe Chain Stores and New England Shoe and Leather Association. Hotels New Yorker and McAlpin, New York City.

May 14-16, 1952—Spring Meeting. American Leather Belting Association, Skytop Lodge, Skytop, Pa.

May 19-20, 1952—Eighth Annual Meeting of National Hide Association, Hotel Cleveland, Cleveland, O.

June 1-4, 1952—Annual Convention of American Leather Chemists Association. Ocean House, Swampscott, Mass.

June 22-25, 1952—Mid-Atlantic Mid-Season Shoe Show. Penn-Sheraton Hotel, Philadelphia, Pa.

July 13-17, 1952—47th Annual Convention, Shoe Service Institute of America. The Sheraton Plaza Hotel (formerly The Copley Plaza Hotel), Boston, Mass.

Sept. 3-5, 1952—Allied Shoe Products and Style Exhibit. Hotel Belmont Plaza, New York.

Sept. 4-5, 1952—Showing of American Leathers for Spring and Summer, 1953. Sponsored by Tanners' Council of America, Inc. Waldorf-Astoria Hotel, New York City.

Oct. 23-24, 1952—Annual Fall Meeting. Tanners' Council of America, Inc. Edge-water Beach Hotel, Chicago, Ill.

Oct. 27-30, 1952—National Shoe Fair, sponsored by National Shoe Manufacturers Association and National Shoe Retailers Association. Palmer House and other hotels in Chicago.

Deaths

Robert L. Reed

... 44, *shoe executive*, died April 27 at a hospital in Atlanta, Ga. He was general superintendent of the Southeastern division of General Shoe Corp. and had been associated with the firm for 23 years in Gallatin and Nashville, Tenn., and for the past six years in Atlanta. A Shriner, he was a member of Almira Temple in Nashville, Tenn., and the Gallatin Masonic Lodge. Surviving are his wife, two daughters, a son, two sisters and four brothers.

J. Weltin Gorman

... 49, *shoe heel manufacturer*, died April 29 of a kidney disorder at Incarnate Word Hospital, Richmond Heights, St. Louis, Mo. President of Superior Heel Co. of St. Louis, he had been forced by ill health to retire from presidency of the firm four weeks previously. A veteran of the shoe heel industry, he was formerly manager of the Vulcan Heel Co. plant at Effingham, Ill. Surviving are his wife, Florence; two sons, Robert W. and Pfc. Richard F.; his mother, Mrs. Amelia Gorman; and two sisters.

Garnett C. Skinner

... 63, *shoe products executive*, died recently of a heart attack while on a fishing trip in the Gulf of Mexico. He was vice president and general manager of the Scholl Mfg. Co. of Chicago. Surviving are his wife, Rose; two sons, Jack and Robert; a daughter, Mrs. Jean Moore; a brother and two sisters.

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Miss Helen Moulton, R.N., industrial nurse of Portsmouth, Ohio, has worn this shoe for over a year. The shoe shows hard wear but note the linings — still tight, still smooth as this unretouched photo shows. Miss Moulton states: "These shoes and others I've had like them don't develop wrinkled or loose toe linings. In my work it just wouldn't do."



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